

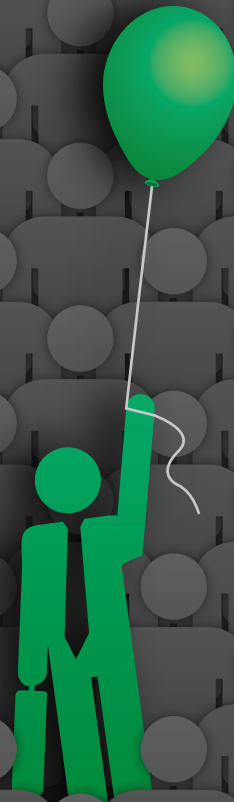
Auctioneer

MAY 2013

The official publication of the National Auctioneers Association

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J.J. Dower

CAI, AARE, ATS, NAA President

National Auctioneers Association President J.J. Dower, CAI, AARE, ATS, became a member of the association in 1987. He earned his CAI designation in 1991 and was President of the Tennessee Auctioneers Association, in which he is a Hall of Fame member, in 2001-02. Dower, a partner in LaFollette, Tenn.-based Ayers Auction & Realty — a MarkNet Alliance member, also serves as CEO of MarkNet. His wife and business partner, Traci Ayers-Dower, CAI, AARE, and their two daughters, Addison Ayers-Dower and Alissa Dower, also are NAA members.

Board approves changes to mission, vision

In the past three years, the National Auctioneers Association Board of Directors has spent a lot of time making sure that it focuses on the needs of the industry, the needs of NAA members and how the organization can meet those needs.

We began with the Council on Future Practices, a group charged to look at the future of the industry. We followed up with the Vision 2015 Task Force, a group that was charged to make recommendations that would ensure the NAA has the flexibility needed to make appropriate changes in the future. And now, we have task forces looking into education, advocacy and promotions.

As these three groups are discussing their recommendations, the Board of Directors has been looking at what the NAA is and what it aspires to be.

During its meeting last month at NAA headquarters, the Board approved a new mission and vision statement that will provide guidance for future leaders.

They are as follows:

Mission

NAA exists to provide critical resources to auction professionals that will constantly enhance their skills and success.

Vision

NAA members will be the preferred auction professionals used in the marketplace.

These statements were originally developed last August during the Board's strategic planning meeting. During the past few months, the Board obtained input from a host of NAA members, including the Education Institute Trustees, the National Auctioneers Foundation Board of Trustees, all three task forces and

more. The Board made changes to both statements based on the input it received. The Board is now satisfied that the mission statement says what the NAA's purpose is and that the vision is the result the NAA wants to achieve.

Critical resources

What are those critical resources with which the NAA needs to provide auction professionals? Obviously education is primary. We have been focused on education for years, and that will not change. Are there other resources we need to address? Perhaps. The task forces will forward their final recommendations to the Board in July. The Board will continually research other necessary resources.

Why are these resources deemed to be critical? In order to fulfill the vision we have of NAA members being the preferred auction professionals used in the marketplace, we need to help members improve their businesses. If you can become more efficient or better in your business, you will become a better asset to your seller and to your buyer. The result is that you will be the preferred professional in the marketplace.

Our April meeting was a good one. It was important because it set the tone for the future of the organization and the industry. Please see the meeting summary on Page 53.

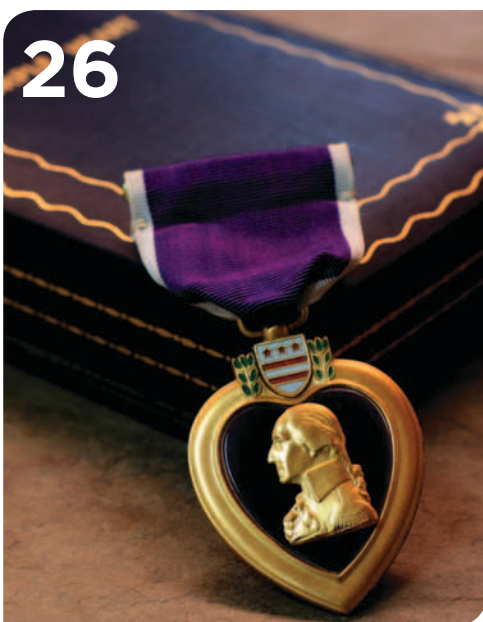
The NAA continues to face many challenges, as do its members. But just like our members, we are resourceful, and we are now set up to be here for our children and their children, continuing to provide critical resources so that the industry flourishes.

JJ Dower

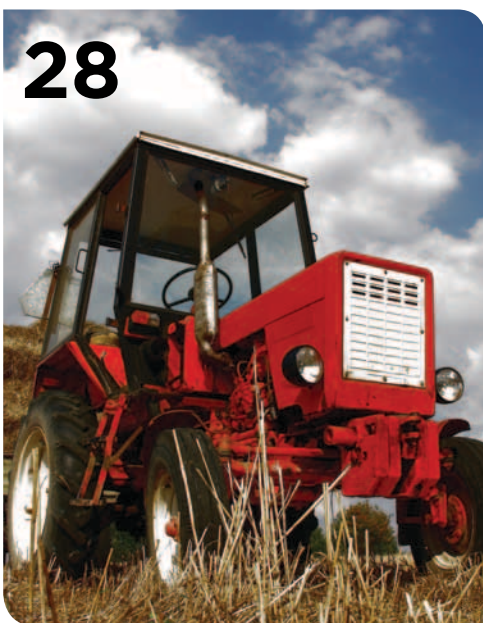
10



26



28



Auctioneer

MAY 2013 VOLUME 65 NUMBER 5

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NEWS & FEATURES

- | | | |
|--|---|---|
| 6 State licensing
Four courses at C&S meet education requirements | 8 Prepare to perform
IAC winners recap their years as ambassadors | 10 How to hire
Pros provide tips on people, paperwork |
| 16 Lasting connections
CAI produces contacts that transform businesses | 20 Shoestring budget
10 inexpensive ways to boost your business | 26 Military medals
Consider law, emotions before selling awards |
| 28 Condition matters
Prices for well-kept equipment continue to rise | 30 2013 election
Candidates discuss hopes for the NAA, leadership | 44 Auto championship
NAA member wins in Auctioneer division |

MEMBER PROFILE

- | | |
|--|---|
| 36 Faith, love, auction
Family plays important role in auction business' success | 38 Man of his word
Auctioneer bases business on honesty and a handshake |
|--|---|

BUSINESS PRACTICES

- | | | |
|---|---|--|
| 24 Style matters
Follow consistent writing rules in marketing materials | 40 Final requests
Contract doesn't substitute for last will and testament | 42 Liquidated damages
Use provision to discourage auction cancellation |
|---|---|--|

NETWORKING

- | | | |
|---------------------------|------------------------|-----------------------------|
| 45 Auction schools | 49 In memory | 56 Hall of Fame form |
| 46 Success stories | 52 Filler words | 58 New members |

DEPARTMENTS

- | | | |
|----------------------------------|------------------------------|-----------------------|
| 62 Membership application | 64 Education calendar | 65 Marketplace |
|----------------------------------|------------------------------|-----------------------|

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JULY 16-20, 2013

Conference and Show to offer four courses for state licensing requirements

JULY 17

“UCC and Contracts”

(Three hours of continuing education credit)

Instructor: John Schultz, ATS

This course is an intermediate course tailored for the practicing Auctioneer to serve as a refresher on the Uniform Commercial Code, the importance of solid contracts and an examination of case review and case studies to illustrate issues of weak contracts, warranties and application of the UCC in auctioning personal property. This course addresses aspects and issues of the UCC through a more thorough approach than is generally covered in a basic UCC course, and it addresses the contractual process from the basic elements of the contract through formation and issues of warranties. Finally, this course will explore issues of inspection as they apply to both live and online auctions.

SCHEDULE CHANGE

New for this year, the NAA has moved the open comment period from the Annual Business Meeting to the Town Hall Meeting on Wednesday, July 17, from 11 a.m. to noon. It will take place in rooms 103-104.

The NAA made the change in order to minimize the length of the business meeting.



JULY 18

“State Specific Comparative Auction Law”

(Three hours of continuing education credit)

Instructor: Wendell Hanson, CAI, AARE, GPPA

This course is designed for the multi-state licensed Auctioneer who wishes to have a clear understanding and legally comply with the various state laws as they move from one state to another. This course presents an auction law overview of all 13 states requiring continuing education (AL, AR, GA, IN, IL, KY, NC, SC, TN, TX, VA, WA, WI) and explores the legal similarities and legal differences between each state. Each state’s laws are presented individually and in comparison covering the key points of the following: definitions, licensing and reciprocity, bonds vs. recovery fund, escrow, advertising, continuing education and the rules and regulations. This course also examines grounds for revocation and suspension of a license.



JULY 19

“Business Practices: Post Auction - How We Handle Money, Taxes and Data”

(Three hours of continuing education credit)

Instructor: Wendell Hanson

This course is an intermediate-to-advanced business practices course designed to address issues facing multi-state and travelling Auctioneers specific to how information and funds are collected, managed, handled and distributed. This course will include a review of payment processes and escrow and trust accounting practices, with a more advanced discussion on fund security, data security, consumer protection and other federal regulations affecting Auctioneers that present unique challenges for multi-state licensed professionals. In addition, this course explores changes to sales tax codes as well as collection and reporting requirements in a comparative chart to assist the multi-state Auctioneer and auction companies with tax compliance issues. An introduction to the Streamlined Sales Tax Project by applicable states is included along with a review of other unique sales tax issues that exist in some states. This course will be presented forum style. ❖

JULY 19

“Industrial Auctions: 2013 and Beyond”

(Three hours of continuing education credit)

Instructor: Burdette Wilber

This course is designed for the commercial and industrial Auctioneer who wishes to explore ways to stay competitive in the rapidly changing marketplace. This course covers new business development tools, traditional, hybrid and individualized contract agreements, environmental issues, venues, payments, buyer contracts, marketing and processes from set-up through follow-up. This course will explore the traditional practices for this sector as well as current trends and practices with an emphasis on how to incorporate a fresh approach to contracting, marketing and conducting industrial auctions.

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Champion enjoyed educating public, professionals during her time as an NAA Ambassador

NAA members:

With Conference and Show quickly approaching, there has been a lot of buzz about great educational sessions, networking opportunities, activities and celebrating 25 years of the International Auctioneer Championship. I am still in awe after winning the 2012 IAC title in the women's division and cannot believe how fast this past year has gone by.

Justin (Ochs, CAI) and I are both very honored and have enjoyed being a part of the St. Jude Children's Research Hospital Auction and visiting state Auctioneer association conferences. Everyone has been so kind



Lynne Zink, CAI, BAS, CES, winner of the 2012 women's division of the IAC, poses with Merle Booker, CAI, GPPA, who took her on an aerial tour of Washington during her visit to the state. Zink toured several states with local Auctioneers as she represented the NAA at state Auctioneer association conferences in the past year. Submitted photo

throughout all of my travels. Thank you to Merle Booker, CAI, GPPA, and everyone from the many other state visits for taking time out of your busy schedules to let me experience your world. Also, thank you to the many

of you who have sent notes and gifts to me. It has been an amazing year, and I am so very humbled by the kindness of my auction family.

Since the IAC is almost here, now is the time to begin

preparing for the competition. It helps to identify why you are competing. For me, I competed in order to challenge myself by stepping outside of my comfort zone into this high-pressure competition. The more I competed, the easier it was to maintain my composure. It has also helped tremendously in my auction business because I know how to make those butterflies work to my benefit.

Also think about why you want to win. I was excited to serve as the NAA Ambassador so that I could put my educational background to good use. I have truly loved educating the public about auctions and teaching classes

Winner made it his mission to serve auction professionals in several capacities

NAA members:

As I consider the past several months following the men's division win in the International Auctioneer Championship, my mind begins to spin with the many wonderful experiences that have taken place. New relationships formed, new leadership opportunities within the National Auctioneers Association, new job opportunities and tryouts; but above all, new opportunities to serve.

I am not of the assumption that some extraordinary auction ability sealed the championship win. I do, though, feel the win was by



Justin Ochs, CAI

the grace of God, and that a new platform of servant leadership was opened up that He had been preparing me for. Since last July, I have had the opportunity to serve others within the industry in varying capacities.

As Auctioneers, often we

use our ego and successes to hide those issues we are struggling with. We refuse to acknowledge our flaws. We do not want the world to see our inadequacies. We converse about the new jobs we landed, or the thousands/millions of dollars raised at the last auction. However, we

do not want to discuss the struggles that come along the way.

Heart for the industry

You see there is much more to being an IAC winner than being a great bid caller or great speaker. You MUST be a great ambassador. A good chant or interview answer does not automatically make you a good ambassador. You have to have a heart for the industry and a heart for your fellow Auctioneers. The success of both must be at the forefront of your championship win.

At the Breakfast of Champi-

at the state conferences.

Prepare to perform

Another important note is this: Just showing up to compete may not be enough. Each year, I studied past championship tapes, asked peers for feedback and then identified areas for improvement. This helped me create action steps for self-improvement. One of my action steps was to join Toastmasters to help me improve my public speaking abilities.

The competition is not just about bid calling. On the first round, many points on the score sheet weigh on public speaking. If you make the finals, the interview accounts for 40 percent of your overall score. Think about how well you describe your items. Do you speak confidently? Do you include a lot of crutch words like ahhh and ummm? Taking the

time to learn more about yourself and your approach to winning this competition can only make you better as a competitor and as an auction professional.

When it comes time to take the stage, be yourself and believe in yourself. Remind yourself that you are an auction professional. You know how to sell at public auction — you do it all the time. You have planned well for this competition, and you are ready. I wish each and every one of you the best of success at the 2013 IAC. Justin and I are excited to welcome the new champions on July 19 in Indianapolis. We can't wait to spend the day with you.

Sincerely,

Lynne Zink, CAI, BAS, CES

*LynneZink.com
Joppa, Md.*

ons last year, Spanky Assiter, CAI, AARE, told me something that changed my whole outlook and heart concerning the win. Spanky said, "You no longer represent yourself. You represent me and the industry I make my living from. There are a lot of people watching you."

From that point on I made it my mission not only to help those in this industry with auction-related issues, but also to serve them on a more intimate level. I not only want to help you improve your auctioneering ability, but moreover I want to help you become a better parent, better spouse and those character traits that are far more important in the grand scheme of things.

As you prepare for the IAC this year in Indianapolis — as you work on your chant and interview skills — be sure to work on improving those qualities that make you a true champion. Then those traits will begin to shine through in your performance.

At the end of my championship year I hope you will remember me more for my trusted friendship and service, rather than the title.

I can't wait to see you all again at Conference and Show!

Sincerely,

Justin Ochs, CAI

*Diamond Ochs Auctioneers LLC
Hendersonville, Tenn.*

Support the kids of St. Jude by participating in *Auction for Hope.*

The little indicators that showed something was wrong with Brooklynn started slowly. She wasn't gaining weight; spots appeared on her legs; and then, overnight, a freckle appeared on her face, though it was red in color, not brown.

Brooklynn's mom, Rebecca, took her to the pediatrician, where tests revealed that Brooklynn's hemoglobin was low, and she was also anemic. She was admitted to the local hospital, where tests soon revealed she suffered from leukemia. Rebecca asked Brooklynn's doctor where they should go for treatment. The doctor said if it were her child, she'd want to go to St. Jude Children's Research Hospital®.

At St. Jude, doctors determined that Brooklynn suffered from acute lymphoblastic leukemia, the most common form of childhood cancer. Brooklynn started treatment on a two-and-a-half year chemotherapy protocol. "St. Jude is a wonderful place," said Rebecca. "We love our doctor. He's so warm and comforting. And Brooklynn loves the playrooms and her nurses."

Brooklynn is a fun-loving chatterbox who loves to sing, dance and paint. She's responded well to treatment, and her cancer is in remission.

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Brooklynn
4 years old
Missouri
acute
lymphoblastic
leukemia



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HOW TO HIRE

LOOKING FOR HELP? READ THIS FIRST

By Sarah Bahari
contributing writer

For small business owners, navigating the intricacies – not to mention mounds of paperwork – of human resources can be a difficult, time-consuming chore.

But understanding employee classifications, hiring the right people and having some gen-

eral knowledge on rules and regulations can help Auctioneers manage their companies' human resources more effectively.

"Human resources is an ocean. There are so many moving parts," says Sherry Shafer, Director for the Iowa Small Business Development Center in Des Moines. "People often don't even know where to start."

Help is available. Local community colleges, small business development centers and SCORE offices across the country offer free and low-cost advice and assistance on topics from human resources and accounting to sales and marketing.

A few of the top human resources questions, concerns and issues for small business owners follow here:

CONTRACTORS VS. EMPLOYEES

What is the difference between contractors and employees, and which should I hire?

Those are the most common questions advisers at the Dallas Small Business Development Center receive, says Maribel De Leon, one of the center's business advisers.

"Understanding the difference between contractors and employees is critical," says De Leon, who works mostly with businesses with one to 10 employees.

Advisers at the center help small business owners decide which would best fit their needs and whether they have the cash flow to hire a contractor or employee. Advisers also help entrepreneurs fill out paperwork

so they are IRS-compliant.

For employees, business owners must withhold income taxes and withhold and pay Social Security and Medicare taxes. For independent contractors, also called freelancers or consultants, that is generally not necessary.

Independent contractors usually receive a higher hourly rate than employees, but they save employers money in the long run because employers do not provide costly benefits, training or compensation packages, according to the U.S. Small Business Administration.

And remember this: Independent contractors are typically not covered under

a worker's compensation plan. If a contractor is injured on the job as a result of negligence, they may have the right to sue for damages, says the SBA. That means providing a safe work environment is crucial.

So what is the difference between the two?

- **An independent contractor** will likely operate under a business name, send invoices for work completed, have more than one client and will likely have their own tools and set their own hours.
- **An employee**, on the other hand, will likely perform duties dictated or controlled by others, receive training from the employer and work for only one employer.

TIME TO HIRE

Once business owners decide what they need, they must find the right people to do the job. That can be tricky, De Leon says.

"I see a lot of people who are ready to hire, but they have no idea how to go about doing so," she says. "They don't know the first step."

First, she says, business owners can rely on word-of-mouth and referrals from trusted sources.

If that does not work, she says, sources such as Monster or Ca-

reerBuilder can provide résumés and information for potential workers. But many small business owners cannot afford to pay the fees on those sites, so they turn to Craigslist.

"Craigslist may or may not turn up qualified candidates," she says. "It can be a gamble."

Instead, De Leon recommends business owners use LinkedIn, the social networking site for professionals, which is particularly helpful for quickly finding employees with specific skills.

THE PAPERWORK

Filling out appropriate paperwork is necessary to comply with the IRS.

Before hiring your first employee, a business owner must obtain an Employer Tax ID, or Form SS-4, which can be downloaded from www.irs.gov. This is needed to report taxes as well as information about the new employee to state government.

If you have determined you are paying an

independent contractor, you should first have them complete a W-9, Request for Taxpayer Identification Number and Certification, which you can download from www.irs.gov.

The IRS requires businesses to keep W-9 forms and other records on file for four years.

A form called 1099-MISC should be used

to report payments to contractors. If business owners pay someone who is not their employee, such as subcontractor, attorney or accountant \$600 or more for services, the form must be completed by Jan. 31 of the year following payment.

Business owners must send copies of the form to the IRS by Feb. 28 by mail or March 31 electronically.

[continued »](#)



ON THE HORIZON

Some changes are on their way next year for the Affordable Care Act.

Individuals will be required to have basic health insurance coverage, qualify for an exemption or pay a fee when they file their federal income tax return. Coverage will be available for purchase through new individual health insurance markets, and credits will be available depending on income.

Businesses with 25 or fewer employees that provide employee health insurance will be eligible to receive credits through the Health Care Tax Credit. The credits will jump from the current 35

percent to 50 percent.

Businesses with 50 or fewer employees will have access to the new health insurance marketplace through the Small Business Health Options Program. Currently, small businesses tend to pay 18 percent more than big businesses because of administrative costs. SHOP aims to offer small businesses increased purchasing power to lower costs.

Under the law, businesses with 50 or more full-time employees will be required to offer health insurance or pay a penalty of \$2,000 a year per full-time employee, with the first 30 exempted.

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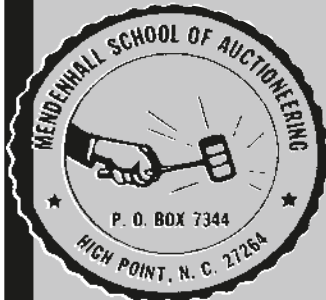
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RETIREMENT PLANS

Planning for retirement makes good financial sense, and retirement packages can help draw and retain employees, Shafer says.

Business owners have several choices:

- **Individual Retirement Arrangement.** IRAs are common for sole proprietors and allow people to set aside money for retirement. They are offered by banks, mutual funds and other financial institutions.
- **Simplified Employee Pension.** SEPs are designed for small

- businesses and come with very few administrative costs or burdens. Employers make contributions directly to employee IRAs.
- **Savings Incentive Match Plan for Employees.** SIMPLE is available for businesses with fewer than 100 employees, and administrative costs are relatively low. Employees and employers make contributions to IRAs for employees.
- **401K.** The most popular type of retirement plan is a 401K. Employees can defer a portion of their salary as either a pre-tax or after-tax contribution, and employers can provide partial or full matches.

SEEK HELP

Assistance is available to small business owners managing human resources.

SCORE, a nonprofit association dedicated to helping small businesses, offers courses across the country on business-related topics, including human resources. Go to www.score.org for details.

Small Business Development Centers at www.sba.gov provide free and low-cost counseling, training and business development services.

Shafer recommends reading Rhonda Abram's "Hire Your First Employee: The entrepreneur's guide to finding, choosing and leading great people, a how-to guide on hiring, leading and managing a team." The book provides details about employment laws and taxes, figuring out how much to pay, conducting interviews and background checks and developing benefits and personnel policies.

Or, consider outsourcing human resources. Numerous companies have popped up that

will file necessary paperwork, write job descriptions, research salaries and handle all other human resources issues. It will cost money up front, Shafer says, but it could save a lot of time in the long run.

"If you have the money to outsource, it's a great option," Shafer says. "But most small business owners wear a lot of hats and learn how to do everything. They do the human resources, accounting, marketing, purchasing and everything else." ❖

A BENEFIT PRIMER

Business owners are required to provide some benefits, while others are considered optional. When it comes to required versus optional benefits, here's a breakdown:

REQUIRED BENEFITS

- **Social security.** Employers must pay social security taxes at the same rate paid by employees. The current rate for social security is 6.2 percent for employer and employee, plus an additional 1.45 percent each for Medicare.
- **Unemployment insurance.** Unemployment insurance is mandated at the state level, so the amount varies.
- **Workers compensation.** This state-mandated benefit provides for workers disabled by occupational illness or injury.
- **Family and Medical Leave.** Employers with 50 or more

employees are required to provide 12 weeks of job-protected, unpaid leave during any 12-month period for reasons including birth and childcare or immediate family care.

- **COBRA.** Companies that had 20 or more employees on more than half their typical business days in the previous calendar year are subject to COBRA, which provides continuation of health coverage for former employees, retirees, spouses, former spouses and dependent children.

OPTIONAL BENEFITS

Health care insurance, life insurance, retirement plans, vacation and sick leave are typically considered part of an overall compensation package, but they are not required by law.

continued »



Employees matter: **Hiring right**



By Rich Schur,
CAI, BAS, MPPA

One rule of business success is to surround yourself with talented people. While an idealistic goal, it's a difficult process to master. Employers often make two critical errors: They're fast to hire and slow to fire. To master the employment process, the opposite should be true. Employers need to be slow to hire and fast to fire.

Hiring the wrong employee can have devastating effects on your company, damage your reputation, cause you extra work and heartache and even be financially disastrous. Making sure you hire the right employee to begin with is half the battle.

The other half of the battle is to cut ties as soon as you

realize that your employee is no longer the right fit.

Steps to hire

The first step in finding the right employee is to clearly identify what tasks and functions this person will be accomplishing. Create a list of the most important tasks that will be the bulk of the job, the secondary tasks, and then the occasional tasks that will be required. This forms the basis for a job description.

Second, determine the personal characteristics you're hoping to find. Does this person need to have great customer service skills? Is an outgoing personality important? How about team or leadership skills? Perhaps the

ability to work without supervision is important.

Whatever you're looking for in an employee should be written down and communicated to potential employees before they join your team. One of the common failings of management is the lack of clear expectation.

The next step is to find your ideal employees. Determine where you want to search, and cast a wide net. With today's high unemployment, every job posting will bring out lots of people who want to work, and just as many who simply want to say they've been looking for work.

Craigslist, local classifieds and your own webpages are great places to advertise. You may want to consider local job search centers or veteran's groups. Be clear on what you are seeking. It will save you headaches later.

Search for clues

Screen your applicants by reviewing their applications and résumés for clues to performance. One technique I use on postings is a notice in the first line of the ad that the applicant must send an email explaining why they want to work

that particular job. My most recent ad was for a part-time cashier to work every other Wednesday.

Asking them to explain why they want a job with these hours does two things: It shows me what they are looking for, and more importantly, it demonstrates their ability to read and follow simple instructions. Responses that did not include an answer to the question were immediately excluded. One response said she was looking for a full-time position as a dental hygienist.

The next step in the hiring process is to determine your interview questions and to understand what can and cannot be asked of a potential candidate. Hiring smart also means hiring legally.

The next article in this series will explore how to conduct a legal interview. ❖

Schur is Chief Operating Officer for United Country — Schur Success Realty & Auction LLC and has more than 17 years of experience in human resources. He has earned his certification as a Senior Professional in Human Resources (SPHR).

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Photo by Tara Truitt

Lasting connections

CAI students take new ideas, relationships back to businesses

By Nancy Hull Rigdon
contributing writer

What a difference three years makes.

"I remember the first day we all showed up in Bloomington, and it was all about getting to know our classmates," says Kyle Swicegood, CAI, BAS, GPPA. "Looking

back at where my business was three years ago, I give a great deal of credit to CAI for the growth that I have experienced."

Swicegood earned his Certified Auctioneers Institute designation this year and says his business, The Swicegood Group Inc. Auctions & Real Estate in Mocksville, N.C., moved from live auctions only to live

and online auctions during his time in the three-year program.

"I'll credit CAI 100 percent with that business transformation," he says.

The National Auctioneers Association's CAI 2013 took place March 17-21 at Indiana University in Bloomington, Ind.

Swicegood says the educational, networking and fellowship aspects of the program all played roles in his success.

Individuals who were simply classmates and teachers three years ago have become close friends, he says. And he regularly turns to those friends for business advice.

“My classmates and teachers and I are like this boardroom that spans the nation,” he says.

CAI I

While Swicegood and his CAI III classmates were at the end of their CAI journey, Abbey Schmid and her CAI I classmates were just getting started.

Schmid is working on starting a benefit auction company in Clinton, Ill., and she says CAI is playing a critical role in her new venture.

Her contacts through the program include JillMarie Wiles, CAI, BAS, of Beneficial Auction Services in Canby, Ore. Wiles has given Schmid key advice on advertising and other areas of the business.

“I have not been to an event outside of Conference and Show where you meet so many people in one setting,” Schmid says.

Schmid says the benefit auction course taught by Lance Walker, CAI, BAS, CES, was a huge help to her. She found his instruction on crowd control, including how to cut off items so that you don’t lose your crowd, particularly beneficial.

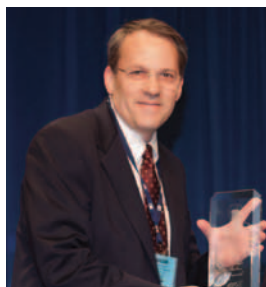
“Those things seem simple, maybe even looked over, but are so important,” she says.

In addition, she says she plans to apply aspects of John Hamilton’s negotiations course to her business. He spoke about the times when Auctioneers know they shouldn’t do a sale because of financial or other reasons. Hamilton gave advice on how to exit the situation before booking.

“I think everybody needed to know that, but no one wanted to ask how to do it,” Schmid says.



Ryan George, of BiPlane Productions, Evington, Va., presents a course on auction marketing during CAI 2013. Photo by Tara Truitt



(Clockwise from top left) Phillip Pierceall, CAI, BAS, of Swing City Auction Co., McKinney, Texas, won the 2013 Rose Award, which is for best auction summary among CAI III students. Jimmie Dean Coffey, CAI, AARE, BAS, CES, MPPA (right), presents Mark Manley, CAI, AARE, CES, MPPA, with the CAI Distinguished Faculty Award. Brian Cooper, GPPA, of Alex Cooper Auctioneers Inc., Towson, Md., won the 2013 Pat Massart Award, which is for best auction proposal among CAI II students. Photos by Ric Cradick

CAI II

Paige Johnston, BAS, was part of the CAI II class and found the networking aspect of the program invaluable.

For instance, if she has a lead on a sale out of state, she can call an Auctioneer she knows in that state through the program

continued »



Pam McKissick, CAI, CEO of Williams, Williams & McKissick, teaches a CAI III course titled "Where Do We Go from Here: Restructuring Your Auction Business for the Future." Photo by Tara Truitt

and split the sale.

"If you make one or two strong contacts through CAI, you can easily double or triple the money you pay up front for the program," says Johnston, of Hostetter Auctioneers in Darlington, Pa.

CAI courses have influenced positive changes in her business. Ryan George's marketing course emphasized the importance of Auctioneers promoting what the buyers want. As a result, Johnston's promotional materials now have photos of auction items instead of her face, and she has a new, more up-to-date logo.

Johnston also sees a benefit in CAI that extends beyond sharing ideas and knowing who to call on business matters.

"There is a family atmosphere. I have all these people who I know will have my back," she says. ❖



Shannon Mays, AARE, and Jarrod Hines sell the last space of a fundraising bingo game at the CAI Fun Auction. Bidders had the chance to win an iPad. Photo by Tara Truitt

CAI 2013 rosters

CAI I

Gerry Andrews
John Ball
David Barber
Alex Belcher
Jeff Bender
Frederick Bodnarus
David Bradshaw,
AARE
Ailie Byers
David Carroll
David Chelf
Nicholas Cole
Andy Conser
Don Cotton, CES

Anthony Emig
Craig Fleming
Michael Foster
Lee Frisendahl
John Froelich
Billie Jo Glisson
Scott Hall
Erik Hoyer, CES,
GPPA
Ray Hubner
Russell Huckaby
Blake Johnson
Tim Keller
Spence Kidney
Brendan Kramer
Brent LaPonsey
Brady Lippard
Laura Mantle
Wes Matthews
Murray McCandless,
BAS

Tom Millie
Kristin Moyer
Brooke Mullen
Kenny Parker
Clarke Peacock
Patrick Rasmus
Jeff Riggle
Abbey Schmid
Seth Seaton
Dennis Sewell
Steve Shupperd
Bridget Siler
Heath Spracklen
Sam Tays
Toney Thornhill
Yvette VanDerBrink
John Wells
Amy Whistle

Matt Wiggins, CES
Shawn Willard
Bruce Wold, CES
Ben Yoder

CAI II

Elton Baldy
Jon Barber
Josh Bellamy
Tim Boeglin
Darren Bok
John Bottero, AARE
Michael Broughton
Ronnie Chamness
Phyllis Coffey, BAS
Brian Cooper
Philip Gableman
Thomas Hambly,
CES

Jason Hanks, ATS,
GPPA
Rob Hart
Jeff Harvey
Kevin Herron
Jarrod Hines
Toby Hirschak,
AARE, GPPA
Tyler Hirschak
Ashlee Hostetter
Johnston
Joshua Houk
Karen Huelsman
JD Hunter
Travis Kaddatz
Brian Kuzdas
Grant Lanier, CES

Ron Leftwich
Jon Mast
Shannon Mays,
AARE
Scott Mihalic
Wendy Miller, BAS
Mark Mommsen
Andy O'Hanlon
Jimmy Orrell
Verlan Owens
Ted Pike, AARE
Mike Powers
Daniel Reeder
Mark Schroeder,
BAS, CES
Kenny Schum
Mark Schustrin, ATS,
BAS

Ronald Shaw
Nic Smock, GPPA
Jeremy Standridge
Lance Swigert
Wally Wallingford
Chris Wilson, CES
David Wilson, AARE

CAI III

Russell Abbott,
GPPA
Seth Andrews
Chantel Booker
Trisha Brauer, BAS
Jack Christy, ATS,
BAS
Lloyd Cooper, BAS
Jeff Crissup
Daniel Culp
Zachary Franks
TJ Freije
Anne Grindstaff,
ATS, CES
Jerry Hall, GPPA
Staci Hernandez
Sam Kelley
Kurt Kiefer
Chris Lemoine
Jackie Lemons-Shil-
lingburg
Thomas Livingston,
CES

Terry Mangum
Homer Nicholson,
AARE, CES
Justin Ochs
Tom Patterson
Phillip Pierceall
Dustin Rogers
Sid Smyth
Larry Suckla
T. Kyle Swicegood,
BAS
David Taylor
Justin Vondenhuev-
el, CES
Mike Walker
Wes Watts, ATS,
CES, GPPA
Brent Wellings
Andy White
Jason Yoder



AUCTION MARKETING ON A SHOESTRING

Budget

10 ways to boost your business without breaking the bank

By NAA Staff

Many auction firms today can't afford \$20,000 or more in marketing campaigns to establish a name for themselves — or earn new business — in their communities.

The good thing: they don't have to.

Today's marketing opportunities are often inexpensive and effective. The use of several low-cost marketing techniques will probably produce similar results as pricey promotions, such as public relations campaigns and TV advertising.

Whether you're running a multi-million dollar auction company, a small business or even a part-time operation, consider these marketing ideas:

1 GET YOUR NAME OUT THERE

Business cards might be among the oldest marketing tricks in the book; however, they still work. And with online business card production and printing as low as \$10, to start, through companies like Vistaprint.com, they're a great value.

Or, consider using a **magnet as a business card**, which could include your picture, contact information and company logo. These giveaways are often valued by customers who might place them on their refrigerators.

If your business vehicle features advertising for your auction company, it's not a bad idea to stick about 10 giveaway magnets on it. Park your truck in a public parking lot for an hour or so — with magnets on the tailgate — and you might be able to pick up a few new consignors.

Also, don't underestimate the value of **inexpensive stickers** to give out to auction attendees or buyers at checkout.

2 MAKE ONLINE CONNECTIONS

Many customers these days, especially those who are not familiar with your community, are probably finding auction professionals through **online search**.

Check out the April 2013 issue of Auctioneer to pick up some best practices for **search-engine optimization** in "10 ways to improve SEO." The higher your page rank, the more likely you'll be to earn buyers and sellers. Create a blog, add maps, use social networks and consider descriptive URLs to attract customers.

Also, consider creating an **online forum** on your website just for your customers. Answer their questions and let them provide feedback through a portal controlled by you or a member of your auction staff.

Other inexpensive ways to market your business include auction calendars and electronic newsletters. Members of the National Auctioneers Association can post their auctions to the NAA Auction Calendar for free, and members also receive generous discounts on Constant Contact email marketing software.

3 ESTABLISH A REFERRAL NETWORK

Members of the NAA and state Auctioneer associations already know the value of **professional affiliations**; however, don't forget to stay involved in groups that represent, or reside in, your local community.

These might include chambers of commerce, political groups, churches or charitable organizations. Volunteer your time to groups that provide **speaking opportunities** or that agree to recognize you or your company for your service.

4 CONNECT WITH THE COMMUNITY

It also might be a good idea to purchase a booth **at local trade shows** and state fairs. Don't look at these opportunities as chances to place pamphlets and advertisements in front of attendees. Rather, provide education

CONTINUED »

on the auction business, offer free bid-calling lessons or display some popular items coming up for auction.

Consider “cause marketing,” a campaign that **supports a charitable cause** while at the same time promotes your auction services and increases awareness and loyalty among community members.

Some ways to connect with your community include sponsoring children’s sports teams and making other donations to charitable causes. You can always conduct fundraising auctions at your facility.

Whatever you do, be sure to **write news releases** after the events and send them to local publications, radio stations and TV affiliates.

5 LOOK PROFESSIONAL

It’s not too difficult to stand out in a crowd given some of the cost-effective technologies available on the Internet. Consider do-it-yourself **logo creators, toll-free numbers and virtual offices**.

Some popular logo creation sites include Logotournament.com, Logomaker.com, Elance.com, Hatchwise.com, 48hourslogo.com and 99designs.com.

Services like Evoice.com get you started with free trials of telephone numbers, and Regus.com provides an opportunity to set up virtual offices.

6 REWARD LOYAL CUSTOMERS

Have you ever considered a **loyalty card**? It could be a great low-tech way to keep customers coming back, similar to those cards used by grocery stores, sandwich shops and gas stations. Consider a 10-percent discount for every \$100 spent, or, offer to drop the buyer’s premium every 10th purchase (up to a certain dollar amount).

One thing auction professionals could offer loyal buyers is a **gift card program**. Encourage your buyers to purchase \$10, \$20, even \$30 gift cards and suggest they give them to friends and family as gifts. It would be a great way to get new buyers to your auctions, and it’s a potential way to encourage higher bids.

7 ADVERTISE AUCTIONS ONSITE

At registration and at checkout, be sure to display **flyers and postcards for upcoming auctions**. If it’s an estate sale, then it might be a good idea to promote the same type of event, but don’t limit your marketing to auction type. An attendee who just purchased \$100 in coins also might be interested, or might know someone who is interested, in farm equipment at next week’s auction.

Also, harness the power of **email marketing**. Be sure to ask attendees to opt-in to your company’s email lists at registration and at checkout.

8 EDUCATE THE COMMUNITY

On non-auction nights or an hour before an auction begins, consider offering **free bid-calling classes** to members of your community. Encourage them to have fun by teaching them tongue twisters and the basics of the auction chant. Encourage them to return week after week with the promise of advanced training or time at the microphone through amateur bid-calling contests.

You also can **teach attendees** about the basics of buying and selling at auction at open houses throughout the week. Give people a tour of your auction facility so that first-time buyers and consignors feel less overwhelmed with the auction process.

FROM FACEBOOK

On Facebook, auction professionals were asked "What inexpensive forms of marketing have you found effective for promoting your auctions or auction business?" They offered these additional tips:

- Public radio (auction advice)
- Signage
- Craigslist
- Telephone marketing

9 MAKE THE NEWS

Local media outlets are always looking for news into which they don't have to put a lot of work. **Send news releases** about upcoming auctions and completed auctions on a regular basis, and be sure to include these elements:

- The story behind the sellers and/or individual auction items
- Details about the event, including its type and when and where it is taking/took place
- Results or expected results of the auction, such as the number of attendees, the number of lots and prices
- High-resolution photos and, if possible, video

In your news releases, be sure to **avoid comments** on the weather such as "On a bright and sunny October day" as well as analysis of people's moods, such as "A good time was had by all."

In addition, consider promoting yourself as a **thought-leader in your community** by sending regular columns to local editors. Even if you don't write about your auction business, your regular presence in local publications will certainly bring good name recognition.

10 ASK FOR TESTIMONIALS

Finally, don't underestimate the power of a positive testimonial about you, your auction business or an employee. **Attach comment sheets** to buyer and seller forms, and be sure to ask satisfied customers for permission to post their reviews on your website, in advertising and in company newsletters.

Encourage loyal customers to submit reviews of your auction business on websites such as Yelp.com. Also, place testimonials on your company's social media platforms, especially LinkedIn and Facebook. ❖



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By Carl Carter, APR

Carl Carter is President of NewMediaRules Communications, which has provided public relations and marketing communications services to auction companies throughout the U.S. since 1994.

A matter of style: Emulating the pros

Your mother was right. It matters how you present yourself. Sit up straight. Be courteous. Speak correctly. Show up in clean clothes, and shine your shoes.

The same applies to our marketing materials. When people read our brochures, news releases, websites and even emails, they don't give us a pass because we aren't professional writers. In their minds, they compare our work to that of people who are professionals, and that puts us at a disadvantage.

But we can at least follow the same general rules of grammar and style the pros use. For that, here are some resources:

AP style

Nearly everybody reads the news in one form or another. And when you consider that the news is written and edited by thousands of different journalists in widely varying environments, the style in which they write is remarkably consistent. That's because most of them rely on "AP Style," as defined in this book, which has been the style bible for decades.

You can get a copy for about \$12, so there's really no excuse for not having one.

Here are a few important style examples:

- It's email, not e-mail or electronic mail. Don't capitalize it.
- Don't capitalize a title unless it precedes the name.
- Numbers. These get complicated. In general, spell out one through nine, and use numerals for 10 or more. But you'll want to read the entire entry for the exceptions.
- It's percent — not per cent or %. And it's 6 percent — not six percent. This is an exception to the numbers rule above. See what I mean about it getting complicated?

Stick with exceptions

Nobody can remember every rule, and you shouldn't even try. I've been using the Style-

book daily since the 1970s, and I still have to refer to it constantly. Just keep it handy and get in the habit of checking the style whenever there's doubt.

You'll probably find that it's best to make some exceptions. For example, tight ad and brochure space might dictate that you abbreviate "square feet" and other terms that are spelled out in the stylebook. Or you may decide to use "%" rather than percent. That's fine. Just decide on a style and stick with it throughout all your materials.

(Note that "The Associated Press Stylebook" is updated every year as the language changes, but you don't really need the latest edition. A three-year-old copy that you actually use beats a current copy that sits on the shelf.)

"The Elements of Style"

You've heard of this book. You probably even have a copy, though I bet you can't lay your hands on it. Next to the Bible, I don't know of another book that gets more lip service and less actual use. I've given away a lot of copies over the years, and I try to re-read it myself about once a year. Here are a couple of my favorite nuggets:

- Omit needless words. The authors explain it this way: "This requires not that the writer make all his sentences short, or that he avoid all detail and treat his subjects in outline, but that every word tell."
- Keep related words together. In writing about upcoming auctions, resist the temptation to put any words between the subject and verb. If you're saying "The home has a full basement," you'll weaken it by putting any phrase between "home" and "has."

Dictionary

I'm not going to dwell on this because you already know it's true. Get in the habit of looking up any word that causes hesitation. There's simply no excuse for using the wrong word or spelling it incorrectly. ❖

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More Than METAL



Experts advise caution before auctioning military awards

By Nancy Hull Rigdon
contributing writer

Auctioneers are increasingly running across U.S. military medals at a time when public interest in the medals remains high. Legal and ethical issues, though, mean Auctioneers must proceed with caution in the handling of the medals, experts say.

“It is best to error on the side of caution,” says Lon Clemmer, CAI, CES, MPPA.

Clemmer, an Auctioneer and appraiser for Sanford Alderfer Cos. and Tranzon Alderfer in Hatfield, Pa., says this means he pulls Congressional Medals of Honor and un-

named Purple Hearts from auctions.

“Despite whatever profit is going to come out of it, it’s best to be safe than sorry,” Clemmer says. “These medals are like grave markers — you don’t do anything with them.”

Bob Lucas, a military medals expert, recommends Auctioneers not sell items known as valor medals for a couple of reasons.

Veterans vs. collectors

In his opinion, the law known as the Stolen Valor Act makes it clear that it is illegal to buy or sell medals, including the Congressional Medal of Honor, Purple Heart and

Navy and Air Force crosses.

Despite the law, the buying and selling of the medals remains common, Lucas says. Law aside, those who move the medals in the marketplace often hear from veterans who passionately argue that the medals should stay with those who earn them.

“Medals are manufactured from bronze, silver and enamel, but represent so much more. They are history and capture a microcosm of the life, actions and events relating to a single person and what they did to deserve those honors,” says Lucas, who works as a consultant in photography, autographs, historical documents and ephemera for Alderfer.

“One cannot truly put a true monetary value on medals, and this is why soldiers look upon these items differently than collectors.”

Stolen Valor Act

Lucas, who has more than 30 years of experience in antiques, says the Stolen Valor Act began as a way to punish people who acquired the medals so that they could impersonate decorated soldiers for their own personal gain — whether that be receiving free drinks or winning political office.

“The law went after the impersonators, but the collectors ended up getting scooped up in it,” Lucas says.

Last year, a Supreme Court decision struck down the law by saying criminalizing the act of lying about military service violated free speech rights. Congress is currently working to revise the law.

“The law isn’t crystal clear right now,” Lucas says.

He believes it is important that Auctioneers ensure families looking to sell the medals understand the items’ significance.

“In some cases, explaining to a family what the medals mean and what their relation did to gain the accolades may instill a newfound pride in a relative,” he says.

The medals have become increasingly common as World War II veterans die, Lucas says, and the items have become more desirable because of the value many U.S. citizens place on patriotism and bravery.

Foreign medals

Auctioneers also face scrutiny in the selling of foreign military medals.

Lucas says he recently contacted U.S. federal authorities about Russian medals. They advised that while it was illegal to sell them in Russia, it was legal to sell them in the U.S.

“One cannot truly put a true monetary value on medals, and this is why soldiers look upon these items differently than collectors.”

Bob Lucas

Still, it is critical that Auctioneers research all military medals before putting them up for sale, Lucas says.

“I feel that when faced with auctioning medals of any nation, the Auctioneer and his staff must not only be cognizant of the laws that may involve the sale of these items, but also must pursue due diligence in relation to the history of these items,” he says. ❖

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Auction market for machinery and farm equipment rising, evolving

By Grant DeGarmo
staff writer

National Auctioneers Association members report the market for late-model and well-cared-for equipment is continuing to climb in live and online auctions.

“The price range of machinery has increased from 10-20 percent,” says Chris Richard, of Richard Realty & Auction Inc., Mount Pleasant, Iowa, referring to prices in the past year. NAA members say increasing prices reflect a thriving agricultural sector

in the post-recession era as crop prices are increasing.

“The price of corn has gone up from \$4 a bushel to almost \$7 now in our area,” says Michael Shackelton, of Shackelton Auctions, Ontario, Canada.

Growing demand

As prices of crops rise, the demand for machinery and equipment is flourishing, NAA members say.

“The small hobby farm machinery and the large, 250-to-300 horsepower

machinery is selling well. The mid-size equipment isn’t selling as well,” says Pete Howes, of Pete Howes Auction Service, Windsor, Ohio.

He also says “volume of auctions and machinery was down over the last few years, but it’s taking off real well this spring.”

An increase in demand coupled with high volumes of machinery at auction is promising for those in the machinery specialty.

“In our past fall sale we had 26 combines in one sale. They came from

dealers and farmers, as well, and we sold every single one. Some sold on-site and some online,” Richard says.

Condition matters

NAA members say condition is everything when selling used machinery. The amount of hours and upkeep can drastically change a buyer’s perception of value.

Shackelton says the lifespan of a typical tractor is about 10 to 12 years, and they still sell tractors that are 30 or 40 years old. Some can still go in the field and work.

Anything late-model with low hours is easy to market and sell, Shackelton says.

Howes agrees.

“Equipment that is greased, cleaned and painted regularly gets a good resale value. A lot of these guys don’t believe in building a shed; they just keep buying new machinery,” Howes says.

Online machinery sales

Members say online auctions are becoming more popular. It’s beneficial for those who are not technological-savvy to seek assistance for adding online auctions to their businesses.

“We sold a combine online to Germany. It’s eye-opening now that we don’t sell strictly to our area,” Richard says.

Online postings not only help the Auctioneer but can be of benefit to the seller, as well.

“If you do not have Internet bidding capabilities and marketing, you will be left outside looking in on those deals. You have to use the technology that is available to you to help sell the equipment and to help the seller market their machinery,” Richard says.

Online auctions are not the only way

WHAT'S IT WORTH?

MAKE	MODEL	YEAR	HOURS	PRICE	DATE
JD	4440	1981	4,552	\$47,500	1/19/2013
JD	4450	1988	2,612	\$70,750	3/9/2013
CaseIH	7130	1989	3,391	\$70,500	1/21/2013
CaseIH	7140	1992	2,740	\$69,500	2/15/2013

Source: Greg Peterson, aka “Machinery Pete”

PRICE PER UNIT (U.S. dollars)

Crop	Measurement	2010	2011	2012
<i>Barely</i>	bushels	3.86	5.35	6.40
<i>Corn for grain</i>	bushels	5.18	6.22	7.20
<i>Hay, all</i>	tons	114	178	191
<i>Alfalfa</i>	tons	123	196	211
<i>Oats</i>	bushels	2.52	3.49	3.80
<i>Proso millet</i>	bushels	4.54	6.01	13.30
<i>Rice</i>	cwt	12.70	14.50	14.90
<i>Rye</i>	bushels	5.03	7.76	7.69
<i>Sorghum for grain</i>	cwt	8.96	10	12.80
<i>Wheat, all</i>	bushels	5.70	7.24	7.90
<i>Wheat, Winter</i>	bushels	5.37	6.81	7.65
<i>Wheat, Durum</i>	bushels	5.98	9.68	8.35

Source: U.S. Department of Agriculture, Crop Values 2012 Summary

that the Internet can help Auctioneers. Richard says it’s a good practice to post sales results. This marketing method could attract new equipment consigners.

Best practices

NAA members say the market for machinery auctions is extremely competitive. The little things set auction firms apart.

“The best practices are to thoroughly know your product, crop prices and being able to sell yourself,” Shackelton says.

Knowing your buyers and product are what will lead to a successful auction no matter what you’re selling.

“The bid calling isn’t the most important part. You need to know how to market yourself and have a good business sense,” Richard says.

Knowing your audience and developing lasting relationships is extremely important, as with most auctions.

“Keeping in touch with local farmers and knowing who needs what and where is what helps me the most,” Howes says. “Buyers like to participate where they know the Auctioneer.” ❖

National Auctioneers Association



2013

Board of Directors

ELECTION

Need to request an absentee ballot for NAA positions?

The election will take place July 18 at the 2013 Annual Meeting in Indianapolis. Members who will not be able to participate in that meeting may request an absentee ballot from May 1-31 by sending an email to 2013election@auctioneers.org or by postal mail to 2013 Election, 8880 Ballentine, Overland Park, KS, 66214. Absentee ballots must be returned by postal mail and must be postmarked by July 1. An NAA member's name and membership number must be written on the outside of the envelope. Individuals who submit absentee ballots and then determine they are able to attend the 2013 Annual Meeting may proceed to the ballot pick-up area July 18 and request their previously submitted ballots. Once those ballots are produced and destroyed, they may then request new ballots for voting in the onsite election.



TOM SATURLEY, CAI

*Tranzon Auction Properties
Portland, Maine*

BIO

Tom lives in Cape Elizabeth, Maine, with his CPA wife, Ellie; 15-year-old daughter, Hannah; and their Cairn Terrier, Emma. His CAI daughter, Samantha, lives in Denver with his two-year-old grandson, Liam, and her loving husband, Brendan. He is the President of Tranzon Auction Properties, the Northeast member of the Tranzon family for which he serves as Chairman of the Management Committee. He has served as an elected member of the Board of Governors for AMI, the Board of Directors for the National Auctioneers Association and twice as a Presidential Appointee to the NAA Board. Additionally, he has been very fortunate to have been a speaker and teacher at various state and national conventions, seminars and at CAI.

1 Why are you seeking a position on the NAA Board of Directors?

The auction profession has served me and my family very well, and I would like to try and give back by contributing what talents I have as a member of the association leadership. Having served as a member of the Board, I have come to sincerely appreciate the dedication of those who have previously served in a leadership capacity. Their vision, dedication and contribution to our profession are an inspiration to me.

2 If elected, how will you make a difference?

I am hopeful that my past experience serving on the Board, as well as my professional and educational background, will allow me to work collaboratively with the NAA's professional staff and dedicated volunteers in our continuing effort to promote, advocate and educate the membership, our clients, our customers and the general public about the advantages, nuances and challenges of the auction profession and our chosen methodology.

3 What are your plans for strengthening the NAA?

The recent financial crisis created by unchecked lending practices, resulting in the real estate bubble along with the phenomenal technological advances, has placed our profession in a superior position to advance dramatically over the next few years. Our association must strive to listen to the needs of its members and respond timely with the programs, leadership and voice necessary to ensure the members appropriate competitive opportunity for the present and the future.

4 Please provide your feedback on the Board of Director's decision to create three forward-thinking task forces.

It is my belief that an association's responsibility to its members includes education, promotion and advocacy. It's what I refer to as the three-legged stool. All three are required to make the association meaningful and relevant ... to its current and future members. I believe the work of the task forces is vital to the success of that mission.

5 What else would you like NAA members to know?

Associations from every type of profession are struggling with the question of how to be relevant and meaningful in our ever-changing society. We must be prepared to listen first and then to make the necessary and appropriate changes to ensure the future success of our association, its members and its future generations. Our association needs your continued insights, inspiration and dedication.



BIO

Chris has been a professional Auctioneer for 30 years, a member of the National Auctioneers Association for more than 23 years, served as President of the South Carolina Auctioneers Association and was inducted into the SCAA Hall of Fame in 2007. He served on the NAA Board of Directors and had the privilege of being the first Chairman of the NAA Education Institute Trustees. His home is in Anderson, S.C., with contact offices in Camden and Charleston, S.C. His son, Christopher, practices law throughout South Carolina. He is General Counsel for MarkNet Alliance DBA International Auction Marketing Inc., of which he is a Co-founder/Director and Member.

CHRIS PRACHT, CAI, AARE, CES

*Chris Pracht Auctioneers, R&A, LLC
Anderson, S.C.*

1 Why are you seeking a position on the NAA Board of Directors?

We all must give back; identify our talents and gifts and share them with the association/profession that we all love. The leadership of our current Board of Directors is and has been a guiding light to me. I appreciate the dedication and hard work our current Treasurer, Board of Directors and CEO have done to place us on sound financial ground and move our association forward.

2 If elected, how will you make a difference?

My belief is that my past experience, both educational and professional, qualifies me to be Treasurer, working with our staff and others that have put us on this sound financial path with good checks and balances.

3 What are your plans for strengthening the NAA?

Increasing awareness of buyers and sellers in the marketplace by identifying their needs; listening to members of our association and responding with programs and leadership without delay.

4 Please provide your feedback on the Board of Director's decision to create three forward-thinking task forces.

I think this is a great idea. It is our responsibility in serving you to promote education and advocate the auction method of marketing to all our government leaders. Education and promotion are the foundations and the pathways to selling our services to both client and customer. I currently serve on the Advocacy Task Force and am very excited about the direction and recommendations that the task force has made to the Board of Directors.

5 What else would you like NAA members to know?

We all realize we are in an ever-changing society. Communication is a must for us to grow and stay relevant for our current and future members. Nationally and internationally we are a small group which makes it easy for us to work together and relate our experiences, good and bad, to each other as a way of advancing as a whole.



BIO

Mark has been an Auctioneer since 1991, conducting both real and personal property auctions with a strong concentration in the field of bankruptcy and receiverships. Mark has served as an Education Institute Trustee and as Chairman of the Certified Auctioneers Institute. He currently serves as an instructor at CAI, teaching classes on prospecting and bankruptcy, and he is an instructor for the AARE program. Mark served six years on the Georgia Auctioneers Commission, has held every executive leadership office for the Georgia Auctioneers Association and is a Life Member of the Moultrie Georgia Board of Realtors Million Dollar Club. Mark and his wife, Sheri, live on their family farm near Pavo, Ga., and are the proud parents of two sons, Rucker and Tyler.

MARK MANLEY, CAI, AARE, CES, MPPA

*Rowell Auctions Inc.
Pavo, Ga.*

1 Why are you seeking a position on the NAA Board of Directors?

I joined the NAA in 1994 and have attended many conferences and educational programs, including teaching in the CAI and AARE programs, and I've had the honor of serving the NAA as a member of the Education Institute Trustees. I can directly attribute my success in the auction industry to my membership in the NAA and feel that now is the time to further serve at the next level an association that has given me so much.

2 If elected, how will you make a difference?

Auctioneer education has always been a primary focus for me, and for many, the No. 1 value of NAA membership is the availability of outstanding educational offerings and networking events. The evolution of NAA education both in course content and delivery methods must continue to be a focus of leadership. I hope that my service on the Board is my next step in ensuring the NAA continues to be a world-class provider of Auctioneer education.

3 What are your plans for strengthening the NAA?

The NAA is a strong association with talented leadership and staff; however, its greatest asset is its members. My plans for strengthening the NAA would be to continue advancement of our educational offerings, to continue to explore tangible member benefits, such as our partner programs, and to continue to grow our financial reserves through being fiscally conservative so that the viability of our association remains strong for our next generation.

4 Please provide your feedback on the Board of Director's decision to create three forward-thinking task forces.

Addressing the future needs of our membership is vital to the sustainability and growth of our association. The creation of these task forces is a bold and empowering move by the Board of Directors to expand leadership's view for the future direction of our association through member involvement, feedback and intense study of the issues addressed by each task force. I am excited to serve on the Future of Education Task Force.

5 What else would you like NAA members to know?

The auction industry is changing in ways that we never imagined just a few years ago. The NAA must look to the future needs of our members; however, when we look to the future we cannot forget the rich traditions on which our association was built, such as CAI at Indiana University, the International Auctioneer Championship or the Hall of Fame. Traditions and history are a vital part of the Auctioneer's story.



BIO

Joseph, the 2011 International Auctioneer Champion (men's division), became the youngest Auctioneer to win this coveted honor. Joseph grew up on a sixth-generation dairy farm in the Amish community of Millersburg, Ohio. His agricultural background and attending auction barns as a youth led him to standing on the block for Fasig-Tipton Thoroughbred Auctions, Barrett-Jackson Collector Car Auction, Akron Auto Auction, Williams & Williams, Yoder and Frey as well as owning Real Estate Showcase Auction Co. Joseph attended Goshen College, Missouri Auction School and earned his real estate license at 24. He joined Real Estate Showcase in 2004 and purchased the company in 2008. Joseph and his lovely wife, Marie, live in Millersburg, Ohio, with their three young children.

JOSEPH MAST, CAI

*Real Estate Showcase Auction Co.
Millersburg, Ohio*

1 Why are you seeking a position on the NAA Board of Directors?

Service has been a part of my life from an early age. I have benefited greatly from the opportunities and experiences offered by the National Auctioneers Association and sense it is the right time for me to be a part of the NAA's future and growth. Serving on the Board of Directors of our great organization will no doubt be a challenge, but it is one I gladly accept if honored with the votes of the membership.

2 If elected, how will you make a difference?

It's important each member of the Board of Directors bring unique experiences and knowledge. This creates a richer and more diverse environment of ideas, which ultimately leads to better decisions. My experience has been both as a contract Auctioneer while also owning and managing a family auction business. These combined experiences give me a unique perspective, and I can effectively be a voice for both the contract bid caller and the small business owner.

3 What are your plans for strengthening the NAA?

Increasing membership — easy to say but hard to do. However, membership growth and retention are critical. The past few years have seen evidence of both association governance and finance stabilization. What remains unseen is membership growth. My plan is simple in explanation although complicated in execution. The NAA must be a critical membership for practicing Auctioneers. To achieve that goal we must continue to improve our programs and raise our exposure within the industry

4 Please provide your feedback on the Board of Director's decision to create three forward-thinking task forces.

We are certainly privileged to have a Board of Directors with the willingness to dig into new projects and always be thinking and striving toward what's best for our organization. It's great to see the Board look before it leaps when making far-reaching decisions. Advocacy, Promotions and the Future of NAA Education should certainly be at the forefront of the Board's agenda, and I commend them for spearheading these new task forces.

5 What else would you like NAA members to know?

It's important NAA members know contract Auctioneering and contests have been a large part of my career; however, it's a portion of what I do. Operations and growth of our local company are critical to supporting my family and creating a legacy of auctioneering for the next generation. It may appear I spend most of my time on planes, but I'm very happy driving tractors or visiting neighbors to discuss upcoming auctions. Both are significant.



BIO

Scott is a Real Estate Partner and Auctioneer for Hall and Hall Auctions. He has more than 27 years of auction experience attending Missouri Auction School in 1986 and opening an auction firm shortly thereafter. He was awarded the 1997 and 2002 Auction of the Year awards from the National Auctioneers Association, as well as the prestigious Rose Award presented at the Certified Auctioneers Institute. Scott has served as an instructor for the Certified Auctioneers Institute and Trustee for the NAA Education Institute. He holds auction and real estate licenses in 21 states. Scott and his wife, Krista, reside in Eaton, Colo., with their three children, Amanda, 16; Walker, 12; and Shelby, 8. Their hobbies include snow skiing and cheering on the Denver Broncos.

SCOTT SHUMAN, CAI

*Hall & Hall Auctions
Eaton, Colo.*

1 Why are you seeking a position on the NAA Board of Directors?

I have a true passion for the auction profession and Auctioneers. There is nothing more exciting than hearing the auction chant and witnessing Auctioneers creating true market value. Our industry is made up of caring individuals that solve problems for their clients. I enjoy being involved with NAA members and understanding their needs and concerns.

2 If elected, how will you make a difference?

I believe I am a good listener and problem solver. If elected, I will be dedicated to the business of the NAA and helping to ensure membership is valuable for all Auctioneers. As a family man, I would like to find ways to make our programs and events more family friendly while continuing to provide top-notch programming.

3 What are your plans for strengthening the NAA?

Increased membership is one area that would be a priority to strengthen the NAA. Nonmembers need to be educated about the advantages of membership. As a Board member, I would actively seek those professionals that are not members and share the benefits. Equally as important, though, is ensuring that current members understand and utilize the many beneficial programs already at their disposal.

4 Please provide your feedback on the Board of Director's decision to create three forward-thinking task forces.

The Education, Promotions and Advocacy Task Forces were well thought out and needed. These three areas are of utmost importance to our industry. I am certain that the Education Task Force will continue down the path of providing top-notch education and also in helping to make education relevant and easily accessible. I'm confident the Promotions and Advocacy Task Forces will implement new strategies to promote Auctioneers and increase the value of membership.

5 What else would you like NAA members to know?

The auction industry has taken me to all parts of the U.S. and has allowed me to be a part of small companies, mid-sized firms and large national companies. I have had experience with real estate, benefit, equipment, livestock and automotive auctions. My background affords me a unique perspective to represent the talented individuals of many different disciplines of our organization. If elected, I will work in the best interest of our members.

FAITH, *Love,* AUCTION

Auctioneer's social, spiritual, family life closely tied to profession

By Nancy Hull Rigdon
contributing writer

Meeting your husband as a teen at a disco dance during your father's auction makes for a pretty good story. But when you can also add that your two sisters met their husbands the same way and that two of the husbands are brothers, your story is tough to beat.

Such is the life of Laurie Bostwick. The third-generation Auctioneer says she has taken Bostwick Auctions & Gallery from tent sales to a flourishing auction house with the help of family, faith and fun.

"It's a blessing to live this way," says Bostwick, who opened the Candor, New York, business with her husband, Pat Bostwick, 19 years ago.

Laurie Bostwick's Auctioneer roots go back to her father's parents. Although they passed away before Bostwick had the chance to meet them, she knows their tale well. They were in the antique business and often held square dances in their Brockport, New York, barn in the 1940s. Eventu-



Laurie Bostwick, of Bostwick Auctions, Candor, N.Y., won the Auctioneer of the Year award at the 58th-annual New York State Auctioneer's Association Convention. Submitted photo

ally, they began holding auctions in the barn as well.

Their father's eyes

As a child, Bostwick grew up helping her Auctioneer father, John Miller, in Waverly, New York. He was legally blind as the result of an auto collision, and Bostwick and her four sisters would yell out bidder numbers for him while their mother worked the floor.

"All of us kids were his eyes," Bostwick says.

Auction seating consisted of church pews. Bostwick remembers sleeping in the back pews with her sisters when the auctions went past their bedtimes.

"We were ring kids," she says.

During sales, half of the building was an auction house, and the other half was a disco dance. When she was 13, she met Pat Bostwick, the teen who became her husband, at a dance. That same night in 1977, her 14-year-old sister met Pat's brother. They, too, later married. Three years

Her auctions have become a Friday evening tradition for many area families, pets included. The two-ring events, which include dinner, bring at least 200 people and about 1,200 items.

later, another one of her sisters met her future husband during one of the dances.

Today, Bostwick makes a playful reference to the auction love stories on her website. The site says "Auctions are a good night out!"

After her father died at age 43, Bostwick and her husband traveled and found work at antique shows in various cities.

Building the business

She received her auction license in 1994. In 1999, she and her husband went to the bank and asked for a loan to build an auction house on the land they owned. "No," they were told.

So they held auctions in tents on the property in the dead of winter. With their auction profits, they put away enough money to get approval for a construction loan. In January 2000, the auction house opened.

Several of Bostwick's family members help with the auctions. Her 70-year-old mother, Marietta Miller, works full-time as the book-keeper and clerk — the company's "backbone," Bostwick says.

Her auctions have become a Friday evening tradition for many area families, pets included. The two-ring events, which include dinner, bring at least 200 people and about 1,200 items.

Each April, she puts on a sale called "Three Ring Circus." The event includes three auctions — general estate, what's called guy "junque" (think tools and cars) and architectural and gardening items. Up to 2,000 people attend for the sale and feast, which includes close to 400 half-chickens.

Bostwick also enjoys putting on specialized sales throughout the year. She has a vintage paper items auction each year as well as what she dubs the annual "girly girl" antiques sale.

She believes her faith has played a role in her company's success. Several years back, she moved the weekly auctions from Sunday to Friday to prioritize church.

"That was a turning point for us. Things really exploded for us when we made the switch," she says. "That expanded us in ways only God can be responsible for." ❖

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Kelly Kliever, of Kliever's Auction Service LLC, Aurora, Neb., and his wife, Becky.

Photo by Barrett Stinson, courtesy of the *Grand Island Independent*. For more on the Klievers, go to theindependent.com

A man of his word

Thirty-year veteran still conducts annual auction that got him into the business

By Nancy Hull Rigdon

contributing writer

In 30 years as an Auctioneer, Kelly Kliever has signed a contract six times at most.

"We base our business on honesty and prefer to do business on a handshake," says Kliever, of Kliever's Auction Service LLC in Aurora, Neb.

The trustworthy reputation he and his wife, Becky, have built on their word consistently leads to business, they say.

"I had someone come to me last week who had heard about us and wanted us to do their sale. He said, 'I want somebody that will give me a fair shake, and I know you

will,'" Kliever says. "When it comes down to it, all people want is for somebody to be honest with them."

Randy Ruhter works 40 miles away from the Klievers in Hastings, Neb., and says he has yet to hear anything but kind words for the couple. The paths of Ruhter, of Ruhter Auction & Realty Inc., and the Klievers also cross through their involvement with the Nebraska Auctioneers Association.

"They are straightforward, community-minded people," Ruhter says. "They are just good folk."

While farm auctions have been particularly good to Kelly Kliever, he finds benefit auctions the most rewarding. In fact, a fundraiser drew him into the business.

“We sold a bag of a dozen grapefruits from South Texas for \$1,000, and a quilt went for \$6,000.”

Kelly Kliewer

*Kliewer's Auction Service LLC
Aurora, Neb.*

Fundraising auction

He was working solely as a farmer when he decided to help with the annual Mennonite Central Committee Relief Sale in Aurora 31 years ago. He helped out as a ringman, and by the end of the night, he was working the microphone.

Auctioneers he had met through farming and life enticed him into the auctioneering profession. He received his Auctioneer license and opened his business in June 1983.

The Mennonite relief sale, which raises funds for area churches' charitable efforts, has become Kliewer's favorite auction of the year. He worked the 34th annual sale the first weekend of April.

“There are so many people you see only once a year. There's great camaraderie there,” he says.

He finds the bidders' generosity gratifying.

“We sold a bag of a dozen grapefruits from South Texas for \$1,000, and a quilt went for \$6,000,” Kliewer says. “Part of that is that these people are very giving. And part of it is Auctioneers doing our job right. If you make people feel good about what they are doing, they will give more.”

He heightens the giving spirit by throwing some of the typical auction rules out the window, he says. That means not charging for his services, allowing spouses to get into bidding wars, allowing an individual to raise his or her bid and keeping the sale of an item open after bidding ends.

“This is our way of giving back to the community,” he says.

Family business

The Kliewers' rely heavily on family to help run their business. The couple's son and daughter-in-law as well as Kelly's brother and father are all on staff.

While they've had the most success with farm sales and firearms auctions, they also sell household items and antiques. In recent

years, they've added online auctions, something Kliewer says has helped entice younger generations.

Outside of online auctions, Kliewer has another strategy in mind for reaching the sellers and buyers of the future.

“I have a grandson who is two-and-a-half. We've been showing him the ropes. Maybe he'll end up wanting to get into the business,” he says. ❖

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Auction contract not substitute for last will and testament

Question:

I recently met with a man who has terminal cancer. He wants us to come, after he passes, and take some of his personal property back to auction and then send the proceeds to a friend. Since he is doing hospice care at home, he wants to keep these items around until the end. Can a personal services agreement succeed someone's death, and won't this affect probate?

Answer:

Auctioneers generally should avoid entering into auction contracts in this type of situation. An auction contract cannot be a substitute for someone's last will and testament. If the individual wants his personal property sold at auction after his death and the proceeds given to a friend, those terms can be included in his last will and testament or a revocable living trust.

Unfortunately, the question does not provide us with some important information. For example, does the individual have a will? If so, would these terms be consistent with it? Is the individual receiving Medicaid? Is he competent to make decisions at this time? Are there creditors who are owed money or have liens on the personal property? What is the estimated value of the personal property? Is the individual married? If there is a spouse, she may be entitled to the property or the proceeds from the sale. These questions are necessary to adequately evaluate the situation.

Probate is the process of proving the validity of

someone's will and administering a decedent's estate. The probate procedure varies from state to state. The process is complex and designed to provide notice to creditors and other interested parties. An individual's probate estate generally includes (with some important exceptions) all assets and liabilities of a decedent, including real property, personal property and any other property.

Probate process

Auctioneers can certainly be involved in the probate process. Estate auctions, for example, are fairly common and an effective tool for liquidating property. The executor or execu-

trix, the person appointed to carry out the directions and requests in the will, would be the person to enter into the auction contract.

In some jurisdictions, including Indiana, there are supervised and unsupervised estates. The distinction between a supervised and unsupervised estate is exactly what the names suggest. A supervised estate is under the supervision of the court while the court does not actively supervise an unsupervised estate. Before an executor in a supervised estate can take certain actions, he must obtain approval from the court.

In a supervised estate, the executor must generally obtain approval from the court before entering into an auction contract to

sell real or personal property. Before the court gives approval, the court requires all of the parties to be notified, and they are given an opportunity to object and be heard. After considering the issue, including any objections, the court may allow the property to be sold at auction.

Recent ruling

In regards to whether a personal service contract survives the death of an individual, it depends upon the applicable state law, which may vary from state to state. A recent decision of the Court of Appeals for the First District of Texas explained the following: "Under the principles of contract law, contractual obligations generally survive the death of a party and bind his estate if the contract is capable of being

performed by the estate representative. A personal services contract, in contrast, is 'terminated by death.' A personal services contract is one that 'depends on the existence of a particular person, ... on the skill or character of the other party, or ... on a personal confidence between the parties.'" See *Bennett v. Spectrum Construction Inc.*, 2012 WL 5877948 at *3 (Texas Ct. App., Nov. 21, 2012) (citations omitted).

An auction contract cannot be a substitute for an individual's last will and testament. There are several important legal issues to consider in this situation and before an Auctioneer enters into this type of contract, it is important to gather all of the facts and obtain competent legal advice. ❖

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Steve Proffitt

Steve Proffitt is general counsel of J. P. King Auction Company, Inc. (www.jpking.com). He is also an Auctioneer and instructor at Mendenhall School of Auctioneering in High Point, N.C., and Reppert School of Auctioneering in Indiana. He welcomes questions from readers about auctions and auctioneering. Readers' communications may be edited and revised. Proffitt will answer selected questions, but he cannot provide personal answers. His answers do not represent legal advice or the formation of an attorney-client relationship and readers should seek advice from their own attorneys on all matters. Please submit questions to sproffitt@jpking.com or c/o J. P. King Auction Company, Inc., 108 Fountain Avenue, Gadsden, AL 35901.

Stop on red

Provision can discourage sellers from cancelling auctions, provide a mechanism for compensation

Do you worry about sellers cancelling auctions? Many Auctioneers do.

Have you ever thought about how you might dissuade sellers from pulling the plug and maybe get paid if they do?

Last month, we considered the cancellation issue. Auctioneers invest a lot of time, money and effort into the auctions they schedule, and they expect these events to produce commissions. When a seller cancels, an Auctioneer can be harmed in relations with the public and financially, too.

We saw that Auctioneers can combat the cancellation issue with a three-pronged approach. First, they need to carefully screen prospective sellers to ensure they contract only with those who are good candidates for selling at auction. Second, Auctioneers should explain to sellers the negative effect that a cancellation could have and include a term in the auction contract that precludes this course. Third, they should give the contract prohibition teeth. That brings us to our topic — liquidated damages.

Three elements

When a seller hires an Auctioneer, the parties enter into a contract for the Auctioneer to provide certain services to the seller. The essence of the contract is that the Auctioneer will prepare and conduct an auction of the seller's designated property in exchange for the seller's payment of an agreed-upon commission to the Auctioneer. If the seller cancels the event, this breach of the contract would prevent the Auctioneer from receiving the commission that was expected.

The complaining party in a breach of contract action has the burden of proving three legal ele-

ments to support the claim. First, the existence of a contract and its terms must be established. Second, the defendant's breach of the contract must be proven. Third, the damages suffered must be shown. Each of these elements can pose a challenge for a complainant. A smart Auctioneer can circumvent this process and its challenges by addressing the cancellation issue in advance in the terms of the auction contract. Let's see how that can be done.

Liquidated damages

Consider the example of a seller cancelling an auction on its eve due to worry that selling prices might not reach the level that the seller wants. The Auctioneer would have to begin a legal claim by proving the existence of the auction contract. Next, the Auctioneer would have to show that the contract's terms forbade the seller from cancelling the event and, therefore, the cancellation was a breach of the contract. Finally, the Auctioneer would have to establish the amount of the damages suffered as a result of the seller's breach.

An Auctioneer's selling commission is almost always a percentage of an auction's sales revenue. As such, this amount is contingent upon the auction being conducted and sales being made. So how could an Auctioneer prove how much the commission should have been in a case where an auction was never conducted? This could be a significant evidentiary problem. While the issue could be decided by a jury on the basis of the parties' competing evidence at trial, there is a far easier and more certain way to determine the amount of the loss. Enter liquidated damages.

"Liquidated" means a known amount. The parties to a contract can include in their agreement a fixed amount of damages to represent what

one would pay to the other for the former's failure to perform as required. The advantage of using a liquidated-damages clause is that the amount of these damages is moved from uncertainty to certainty, so there is no later dispute about how much would be owed.

Here's an example of a liquidated-damages provision for an Auctioneer (before using this clause, take it to an attorney for review and approval):

Seller may not cancel, postpone, or reschedule the Auction without the prior, written approval of Auctioneer. If Seller does so, Seller agrees that this act alone will be a breach of Seller's duties to Auctioneer under this Agreement that will harm Auctioneer and Auctioneer's business and cause Auctioneer to suffer damages that would be impracticable or impossible to ascertain. After due consideration of all relevant factors, the Parties agree that fair and reasonable

compensation for Auctioneer in such an event would be for Seller to immediately pay Auctioneer liquidated damages of (fill in amount). These liquidated damages are an integral part of the Parties' dealings and this Agreement and constitute reasonable damages for Auctioneer in lieu of Auctioneer being paid by Seller the selling commission provided for herein, and these liquidated damages are not a penalty against Seller.

Think about this clause. It stands as a big red light for sellers.

Three points

This solution seems straightforward enough, but it must pass legal muster. The courts will give effect to a liquidated-damages clause if the party seeking enforcement is able to satisfy three points:

1. The injury to a covered party is such that it is difficult or impracticable for the

parties to ascertain the amount of damages suffered;

2. The amount of damages stipulated in the contract is reasonable in light of the actual or anticipated harm suffered; and

3. The amount of damages is not a penalty against the other party.

Finally, like any provision in a contract, a liquidated-damages clause is only as good as the party charged with performing it. If the seller has no ability to pay the amount of the damages specified, or refuses to voluntarily do so, the Auctioneer will have an arduous road in first reducing the claim to a final judgment and then seeking to collect what a court declares the seller owes. Nevertheless, a good liquidated-damages provision can be a positive step for Auctioneers to dissuade sellers against canceling auctions and provide a mechanism for compensating Auctioneers if they do. ❖



148
AUCTION

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NAA member is Champion Automobile Auctioneer

National Auctioneers Association member Trey Gallaway, of Belton, Texas, won the Auctioneers division of the 2013 World Automobile Auctioneers Championship at Alliance Auto Auction in Waco, Texas, on April 5, according to a news release.

The contest comprised three divisions — Auctioneers, Ringmen and Teams. There were 89 competitors.

Championship President Paul C. Behr, CAI, BAS, presented each contestant, former champions and judges with U.S. double-eagle silver coins made of 0.999 silver, commemorating this year's WAAC 25th Silver Anniversary.

More than 112,000 viewers tuned in to watch the contest on waacnet.net and niada.com, according to the release.

For his win, Gallaway received \$5,000, a three-tier championship trophy and a champion's diamond ring.

Also in the Auctioneers division, NAA



NAA Vice President Paul C. Behr, CAI, BAS, presents Trey Gallaway, of Belton, Texas, as the winner in the Auctioneers division of the 2013 World Automobile Auctioneers Championship.

Submitted photo

members Scott Mihalic, of Mihalic Associates & Auctioneers LLC, Chardon, Ohio, took 5th; Wayne Wheat, of Bryan, Texas, took 6th; James B. Pendleton, of Salt Lick, Ky., placed 13th; and Matt Gehling, of Gehling Auction Co., Preston, Minn., came in at No. 15.

In the Ringmen division, NAA members Angie Meier, of Champion Auctioneers Inc., Ennis, Texas, took 5th; and Edward Behr, of Behr Auctioneers, Mason City, Iowa, brought home 7th.

Gallaway won 3rd place as Auctioneer in the Team division, and NAA member Marty Hill, of Hill Auctions LLC, S. Coffeyville, Okla., brought home 5th place as ringman in the Team division.

Contest judges included NAA President J.J. Dower, CAI, AARE, ATS, and NAA member Mike Jones, CAI, BAS, GPPA.

"The competition this year was as fierce and close as ever," says Paul C. Behr, in the release.

"The finest auto Auctioneers and ringpeople brought their best, and it showed"

The next World Automobile Auctioneers Championship is planned for ADESA Boston on May 16, 2014. ❖

Auxiliary scholarships 2013 AND THE WINNERS ARE ...

The National Auctioneers Association Auxiliary is pleased to announce winners in its 2013 scholarship program:



Christopher (Rocky) Driggers, of Ocala, Fla.
Mother and father: Hellen King Driggers, CAI, and Walter Driggers, CAI, AARE



Kristin Inman, of Pierre, S.D.
Grandmother and grandfather: Judy and Chuck Bohn, CAI, GPPA



Kaitlin Terrel, of Smithville, Mo.
Mother and father: Lucinda and Shawn Terrel, CAI, AARE

The Auxiliary raises money for the scholarship program at the Auxiliary Luncheon & Fun Auction each year at Conference and Show. Please attend this event in Indianapolis and help support younger generations.

A special thank you goes out to Joani Mangold, CAI, CES, GPPA, for her creation and

the sale of "Unsung Heroes" prints and Lori and Mike Jones, CAI, BAS, GPPA, of the Texas Auction Academy, for raising money to help support the scholarship program. The Auxiliary started awarding scholarships in 1993. It has awarded 59 scholarships, totaling \$94,220, to well-deserving children and grandchildren of NAA Auxiliary members.



Class 233 of the Reppert Auction School graduated nearly 50 students on March 10. Students attended from coast-to-coast, as well as Japan. Photo courtesy Reppert



The Southeastern School of Auctioneering's February 2013 class had 14 graduates. Ten were from South Carolina and four were from North Carolina. This is the 30th anniversary for SSA. Photo courtesy Southeastern School of Auctioneering



The spring 2013 class of the Lebanon, Ohio-based Warren County Career Center Adult Education Auctioneer program conducted a charity auction that raised more than \$2,500 for Cincinnati Children's Hospital Perinatal Institute. Photo courtesy Warren County Career Center Adult Education Auctioneer program



The March graduates of the Auctioneers & Appraisers Academy in Phoenix were (front row) Audrey Chupinsky, Sue Jelineo and Mary Riley-Lowe; (back row) Brooks Knight, Kerry Suson, Brandon Henderson and John Bessolo. Photo courtesy Auctioneers & Appraisers Academy

Webb & Associates, Stilwell, Kan., sold the real estate and personal property of the Olathe Trail Riders Inc. at auction April 9. The 8-acre property, including a steel building and riding area, achieved \$160,000. Photos by Nathan Brunzie and Bryan Scribner



Chinese mountain sculpture climbs to more than \$65,000

Kaminski Auctions, Beverly, Mass., played host to a 20th-century auction April 7 that offered fine art, furnishings and decorative art, according to a news release.

The Barbara Hepworth sculpture, “Sphere and Hemisphere,” took the top spot in the auction, selling for \$29,000 to a phone bidder. The small bronze sculpture, part of Hepworth’s series of sphere investigations, was sold along with her catalog *raisonne*.

Paintings performed well, too, with “In the Manner of Hans Hofmann,” selling for \$5,500 to an Internet bidder, and “Street in Tunis” by Anna Richards Brewster bringing \$4,750.

The auction also featured a mahogany model airplane that brought \$4,000, and a John Vesey mid-century modern side table in stainless steel and brass got \$2,700.

Also from Kaminski in April was the auction of a Chinese golden star glass mountain, according to a news release. It reached \$65,520, above the original estimate of \$12,000. ❖



\$29,000



\$65,520

Collectible firearms draw strong interest

Cordier Antiques & Auctions, Harrisburg, Pa., sold a Confederate officer-inscribed Civil War revolver for \$4,750 and a World War II Colt 1911A1 pistol for \$3,000 in its Firearms & Militaria auction March 24, according to a news release.

About 164 bidders registered at the event, and more than 1,150 bidders were preregistered online. The sale featured 300 lots of collectibles.

The revolver was built in the second year of production, 1851. It was inscribed “F.H. LITTLE 11TH GA. V.I.” and was attributed to Francis H. Little who was a major with the 11th Regiment of the Georgia Volunteer Infantry from July 11, 1862, to Nov. 8, 1862, at which time he was promoted to colonel.

The Colt was manufactured in 1941. Another made in 1942 realized \$2,100. Other versions of the pistol made by Ithaca and Remington Rand brought \$1,200 each.

The edged-weapon category saw aggressive bidding, with a relic Confederate sword going for \$425 and two unit-marked Nazi Police dress daggers selling for \$600 and \$375. ❖



\$4,750



\$3,000

Lots exceed estimates in antiques and art auction

On March 12, John Moran Auctioneers, Altadena, Calif., sold antiques and fine arts in an auction that attracted 740 bidders competing for 465 lots, according to a news release.

In art, a composition featuring scenes from provincial life by Austrian artist Hans Zatzka (1859 – 1945), depicting a flower seller, realized \$30,000 against a \$10,000 to \$15,000 estimate.

Also, a pair of small gilt-bronze-mounted grey granite urns sold for double the high

estimate at \$2,040. A short time after, a 19th-century silvered-bronze figural centerpiece with a boat-shaped body adorned in baronial style with ship's prow-form ends and four different fully modeled allegorical figures, got \$54,000 against an estimate of \$20,000 to \$30,000.

Finally, an Imperial era Russian tea set, finely detailed in cloisonné enamel, by Maria Semenova (active 1899 – 1908), flew to a hammer price of \$14,400 against its \$3,000 to \$5,000 estimate. ❖



\$54,000



\$14,400

Real estate auctions bring more than \$17 million

Bidders jammed into rooms by the hundreds, and scores more joined them online for a five-day auction event of properties in Georgia and surrounding states from John Dixon & Associates, Marietta, Ga., according to a news release.

The auctions brought about \$17.5 million.

“It’s pretty clear that there’s a growing demand for all types of commercial and residential properties out there, and you could see that at each event,” says John Dixon, CAI, President of John Dixon & Associates, in the release.

“I’d say we had well over 100 registered bidders every day — generally at least 75 bidding live and 20 to 30 online. On Tuesday, the final day, we had 86 live bidders in Atlanta and another 109 online. About 40 percent of the properties for the five events sold to online bidders, who were bidding simultaneously with the bidders at the auction.”

Properties sold included restaurants, shopping centers, a golf course, offices, homes and land. In addition to Georgia, properties were in Alabama, Florida and North Carolina. ❖

Lake gets new owners in multi-tract auction

Kurtz Auction & Realty Co., Owensboro, Ky., sold Miller Lake at auction April 10 for \$870,924, according to a news release.

Once a favorite swimming and recreational venue for Owensboro, the lake had not operated since 1986. The company sold 356 acres in 15 tracts.

Tracts ranged in price from \$8,400 per acre to \$1,650 per acre. Buyers included investors, hunters and neighbors. ❖

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Benefit auction for school system brings \$160,000

For the 26th year, Auctioneer Chuck Sutton, of Chuck Sutton Auction, Flandreau, S.D., and his associates in of Sioux Falls, S.D., conducted a benefit auction for the Dell Rapids St. Mary's Catholic School system in Dell Rapids, S.D., according to a news release.

The annual event includes a casual meal, carnival games, raffles, a last-person standing game, a silent auction and the showcase live auction.

Five scoop shovels sold for \$2,000 each, an antique Redwing water cooler got \$2,000 and a barn quilt achieved \$3,000. Also, two handmade cedar chests received \$1,200 each and seven cattle sorting paddles brought \$210 each.

This year's auction raised more than \$160,000 during the six-hour event. In the past 25 years, Sutton and his staff have raised about \$3 million for the school system. ❖

Kentucky properties exceed seller expectations

United Country — Heartland Realty and Auction LLC, Bowling Green, Ky., auctioned nearly 26 acres of commercial real estate in Campbellsville, Ky., for about \$1.2 million March 22, according to a news release.

The event attracted 21 registered live bidders and more than 60 auction attendees. The properties were offered in five tracts, producing sales prices well over expectations.

In addition, the company sold more than 11 acres with commercial buildings located in Cave City, Ky., on April 13, also at prices above seller expectations.

The auction attracted 11 bidders and 26 total attendees. The auction included four industrial warehouses, an office, shop buildings, about 800 feet of road frontage, railroad frontage, about 45,000 square feet of total commercial space and security fencing. The hammer price was for more than a quarter million dollars, according to a news release.

“This event was a prime example of why the auction process is a win-win proposition,” says the company’s David Chelf in the release. “Auctions allow buyers to determine a property’s fair market value through the bidding process, making it an effective way to buy and sell property in today’s market.” ❖

CAI relationship leads to farmland auction success

Halderman Real Estate Services, Wabash, Ind., sold 3,627 acres of Mississippi Delta farmland, offered in 16 tracts, for \$17.5 million April 11, according to a news release.

According to the release, the sale of agricultural properties via auction is not common in the Delta. The auction presented an opportunity to take the multi-parcel process into a new region of the country.

Halderman's Chad Metzger, CAI, called on CAI classmate William Head, CAI, AARE, BAS, CES, of Head Auctions, Ridgeland, Miss., to help with the auction.

Head provided insight into accepted and successful marketing practices and publications to use to promote the auction, according to the release. His company also provided knowledge of the area and recognition of local buyers.

The per-acre price was \$4,837, compared to other recent sales in the Delta that achieved \$2,750 to \$3,500 per acre. ❖

IN MEMORY

CAI instructor was Indiana University athlete, professor

Tom Battle III of Columbus, Ind., died April 1 while teaching at the Indiana University Kelley School of Business in Bloomington, Ind., according to his obituary. He was 66.

Battle had been an adjunct professor for the school since 1983. He was an instructor for the Certified Auctioneers Institute.

Battle attended Indiana University, where he earned his doctorate, played soccer and coached the water polo team.

His professional relationship with Indiana University began

in 1974 at the Kelley School of Business Real Estate Certification Program (RECP). He co-owned and co-operated RECP for 38 years until selling the business to the Indiana Association of Realtors in 2010.

Survivors include his mother, Marcia Battle; a brother, Tim Battle; sisters, Teresa (William) Hand, and Deborah Miller (Sergei Krasilnikov).

Memorials may be made to Our Hospice of South Central Indiana, the American Heart Association or First Baptist Church of Columbus.



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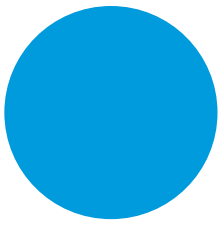
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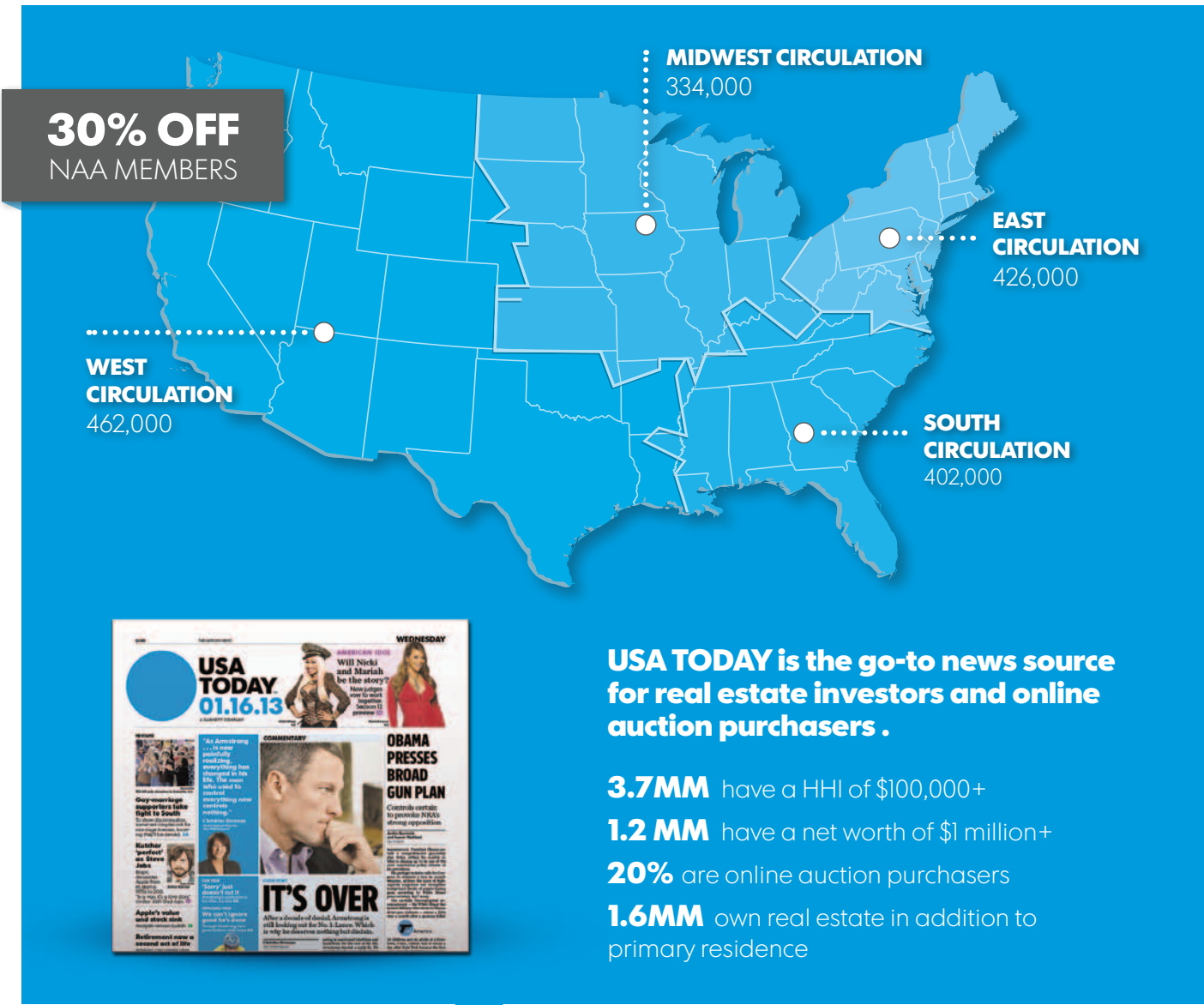




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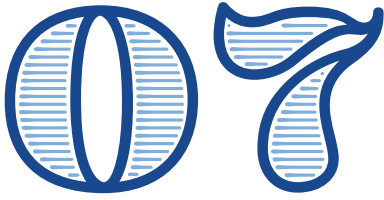
- 3.7MM** have a HHI of \$100,000+
- 1.2 MM** have a net worth of \$1 million+
- 20%** are online auction purchasers
- 1.6MM** own real estate in addition to primary residence

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Sources: 2012 Mendelsohn Affluent Survey, adults 18 or older, HHI \$100,000 or more; September 2012 ABC Publisher's Statement (print copies only)



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FROM THE FORUM

www.auctioneers.org/forum

	trending topics	views
1	Absolute real estate auction question	100
2	Onsite live bid auction or online-only auction ... which would you do?	83
3	Website hosting	85
4	We're hiring!	25
5	Floral store auction	67

IN THE RING

PAGE *“Looking back at where my business was three years ago, I give a great deal of credit to CAI for the growth that I have experienced.”*

16

Kyle Swicegood, CAI, BAS, GPPA
*The Swicegood Group Inc. Auctions & Real Estate
 Mocksville, N.C.*

PAGE *“Despite whatever profit is going to come out of it, it’s best to be safe than sorry. These medals are like grave markers — you don’t do anything with them.”*

26

Lon Clemmer, CAI, CES, MPPA
*Sanford Alderfer Cos. and Tranzon Alderfer
 Hatfield, Pa.*

PAGE *“If you do not have Internet bidding capabilities and marketing, you will be left outside looking in on those deals. You have to use the technology that is available to you to help sell the equipment and to help the seller market their machinery.”*

29

Chris Richard
*Richard Realty & Auction Inc.
 Mount Pleasant, Iowa*

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MEMBERS' CORNER

Member notice: Board meeting summary

The NAA Board of Directors had its spring meeting April 15-16 at NAA headquarters in Overland Park, Kan. For a complete summary, please go to www.auctioneers.org/member-resources.

The Board approved/affirmed the following:

- The 2012 audit as presented by Ifft & Co., PA. The audit can be found at www.auctioneers.org/financials.
- The appointments to the Education Institute Trustees, made by Vice President Paul C. Behr, CAI, BAS. The Trustees are Peter Gehres, CAI, CES, and Robert Weiman, CAI, AARE, ATS, CES, GPPA.

The Board also approved a new mission and vision for the NAA, as follows:

Mission

NAA exists to provide critical resources to auction professionals that will constantly enhance their skills and success.

Vision

NAA members will be the preferred auction professionals used in the marketplace.

Other actions

In addition, the Board reviewed the current NAA affinity programs and agreed not to renew the OfficeMax or FedEx programs. There was minimal use of the programs.

Also, the Board approved the appointment

of a task force to review the need for the NAA to identify a free website program and, if necessary, distribute a request for proposal for the possible member benefit. Potential enhancements to the NAA Auction Calendar might be included.

The Board also plans to seek legal advice on how to become more proactive over the misuse of the NAA and educational designation logos.

Finally, the Board reviewed a report from the Bylaws Task Force with recommendations for revisions. Those recommendations will appear in the June/July issue of *Auctioneer* in order to provide the appropriate notice to members. A final vote will be taken at the Board's meeting in July before Conference and Show. ❖

AROUND the BLOCK

■ Artifact announced in late March the launch of a **beta test for its new Timed Auctions service** as a complement to its Live! Auction product, according to a news release. Auctioneers may now post a timed auction that will run online for a defined period of time, allowing bidders to register and place maximum bids on items.

■ The NAA has received some comments recently about **the adhesive being used on NAA membership cards**. Some members have been unable to completely remove it from their cards, leaving their cards sticky. If you have had a similar problem with your card, please contact the NAA at (913) 541-8084 or at info@auctioneers.org.

■ AmeriBid LLC announced in early April that it is **expanding its operations in the Washington, D.C., metropolitan region** with the opening of a second office in the local market, according to a news release. The company will operate an office in Reston, Va., and Gaithersburg, Md., with plans to open more offices soon.

■ United Country — Schur Success Realty and Auction, Monument, Colo., and its buyers recently **helped raise \$3,200 for St. Jude Children's Research Hospital**, according to a news release. St. Jude matched the donation for a total of \$6,400. Each quarter, the company selects a new charity. So far, it has raised more than \$18,000.



"Can I charge each lot to a different credit card?"



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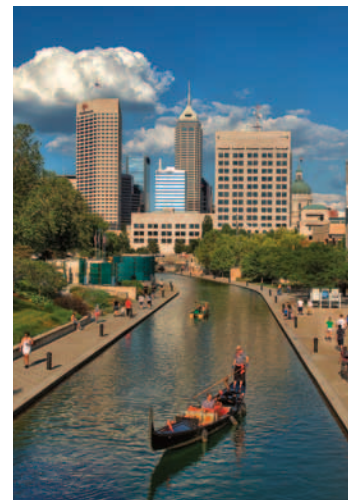
Traveling Tour: Christy's Auction House
July 17, 11 a.m. to 1:30 p.m.

Walking Tour: Learn How to Work with Your State Representative
July 17, 1 p.m. to 4 p.m.

INDIANAPOLIS HIGHLIGHTS

Best known for its annual 500-mile race, Indy has a surprise waiting around every turn.

Indianapolis, the "Crossroads of America," features a vibrant and walkable downtown that stays alive long after five. Explore hundreds of options for networking and entertainment with over 200 diverse restaurants, 80 bars and clubs and 50 major attractions, all within walking distance.

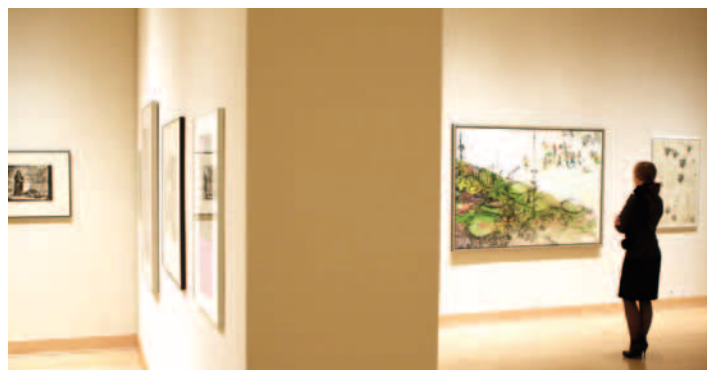




2013



Traveling Tour: Indy 500 Museum
July 18, 1 p.m. to 4 p.m.



Walking Tour: How to Appraise Museum Quality Art & Antiques
July 18, 1:30 p.m. to 4 p.m.

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BEST BET

Indiana Live! Casino is just 30 minutes from downtown, and you'll think you're in Vegas when you step inside and see 2,000 slot machines, electronic table games, high-stakes poker, restaurants and nightclubs.

TRAIN A DOLPHIN

The Indianapolis Zoo offers the only in-water dolphin experience in the Midwest. Don a wet suite, get in the water with the dolphins and help the animal trainers do their job.

250 ACRES OF FUN

Located in the heart of downtown Indianapolis, visit White River State Park for the interactive NCAA Hall of Champions that showcases what it takes to be a

student-athlete and the Eiteljorg Museum of American Indians and Western Art, which immerses visitors in Native American culture. Other attractions include the Indianapolis Zoo, Sports Illustrated's best minor league baseball stadium and the Indiana State Museum.

STROLL THE CANAL

Bicycles, surreys, Segways, pedalboats and even gondolas decorate the Central Canal throughout the 250-acre White River State Park. Pass by colorful murals, giant sculptures, cafes and world-class museums.

SHOP THE AVE AND MORE

While the four-story Circle Centre Mall is a favorite for visitors, Indy's six designated cultural districts, like Mass Ave, are the places to go for boutiques and galleries. Widely known for an electric nightlife scene and trendy shops, Broad Ripple Village is home to some of Indy's best local shops and restaurants.

NIGHTLIFE

Located upstairs above the famous St. Elmo Steak House, 1933 Lounge is an intimate, swanky night spot where you can enjoy a signature cherry and vanilla infused bourbon cocktail or relax by the fireplace with a glass of wine in the state's largest wine cellar.

Indiana's oldest bar, the Slippery Noodle Inn, has entertained Indy since 1850. This famed blues bar has a history as a brothel, part of the Underground Railroad and gangster John Dillinger's favorite watering hole.

SAMPLE LOCAL BREWS

A brewing renaissance has taken hold in Indy. Sun King Brewery took home three medals at the 2012 World Beer Cup and four gold medals at the 2011 Great American Beer Fest. A local hangout, Tomlinson Tap Room at City Market, is a hub for sampling craft beer from over ten thriving local breweries. And the Indy Brew Bus is a great way to tour and sample at leisure with a personal driver.

MONUMENTAL

Indy is home to the second-most monuments and memorials dedicated to our nation's veterans, only behind Washington, D.C. The Congressional Medal of Honor, the USS Indianapolis Memorials and the iconic Monument Circle, which provides a spectacular eagle-eye view of the city from atop the 284-foot Soldiers & Sailors Monument.

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nomination form

Name of Nominee: _____
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 Phone Number: _____
 State Association of Nominee: _____

BUSINESS INFORMATION

Name of Firm: _____
 Position in Firm: _____ Number of Associates or Partners in Business: _____
 Business Address: _____
 City: _____ State: _____ Zip Code: _____
 Phone Number: _____

PERSONAL AND FAMILY INFORMATION

Spouse's Name: _____
 Does spouse participate in the auction profession? Yes No
 If yes, explain how: _____

Children:
 Name: _____ Age: _____
 Name: _____ Age: _____
 Name: _____ Age: _____
 Name: _____ Age: _____

Does spouse participate in the NAA Auxiliary? Yes No
 Does spouse participate in the State Axiliary? Yes No

GENERAL PERSONAL INFORMATION

How long has the nominee been associated with the auction business?: _____ years.
 What percentage of the nominee's time is actively spent in the auction business?: _____ %.
 How long has the nominee been a member of the NAA?: _____ years.
 Has the nominee specialized in any particular field(s) of auctioneering? Yes No
 If yes, what field(s)?: _____

List educational background of the nominee, including offices held, current and past:

List regular auctions conducted, if any, and/or any special individual auctions conducted that brought attention and credit to the auction professional:

List at least three individuals, who have worked with the nominee or who have knowledge of the nominee's worthiness in being considered for this award, whom the Hall of Fame Committee may contact:

Name: _____ Contact Info: _____
 Name: _____ Contact Info: _____
 Name: _____ Contact Info: _____
 Name: _____ Contact Info: _____

Previous recipients of the NAA Hall of Fame Award have established general qualifications which they think each nominee should possess or have shown. Please reflect your personal assessment of the nominee with respect to: Honesty; High Ethical Standards; Willingness to Share with Others; Standing in His or Her community; State and National Association; and Contributions to the NAA and the Auction Profession:

Nominations must be postmarked no later than June 7, 2013. Mail nomination form to:

*NAA Hall of Fame Committee
 c/o National Auctioneers Association
 8880 Ballentine
 Overland Park, Kansas 66214*

Submitted by (please print): _____
 Residence Address: _____
 City: _____ State: _____ Zip Code: _____
 Phone Number: _____
 Nomination recommended by (State Association): _____

“As a new Auctioneer but longtime ringman and auction sales associate, I look forward to upgrading my education and networking with other like-minded auction business people. NAA membership is a must for the auction business professional, and I'm proud to be a new NAA member.”

Daryl Delgado

Pensacola, Fla.

Alabama

Andrew Lawton Carter
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drew.carter19@gmail.com
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Auction Time.....	25
Basinger Audio Systems	15
CUS Business Systems.....	41
E.R. Munro and Company	43
Hall and Hall Auctions	37
Hudson and Marshall.....	49
Hyper Graphics.....	39
Kiefer Auction Supply.....	23
Leland Little Auction Supply & Real Estate Sales	37
LuJohns Enterprises.....	12
Mendenhall School of Auctioneering	12
NEBB Institute	48
Reppert School of Auctioneering	41
Satellite ProLink	27
St. Jude	9
Texas Auction Academy.....	47
United Country Auction Services.....	BC
USA TODAY	50
Vortex	67
World Wide College of Auctioneering	23

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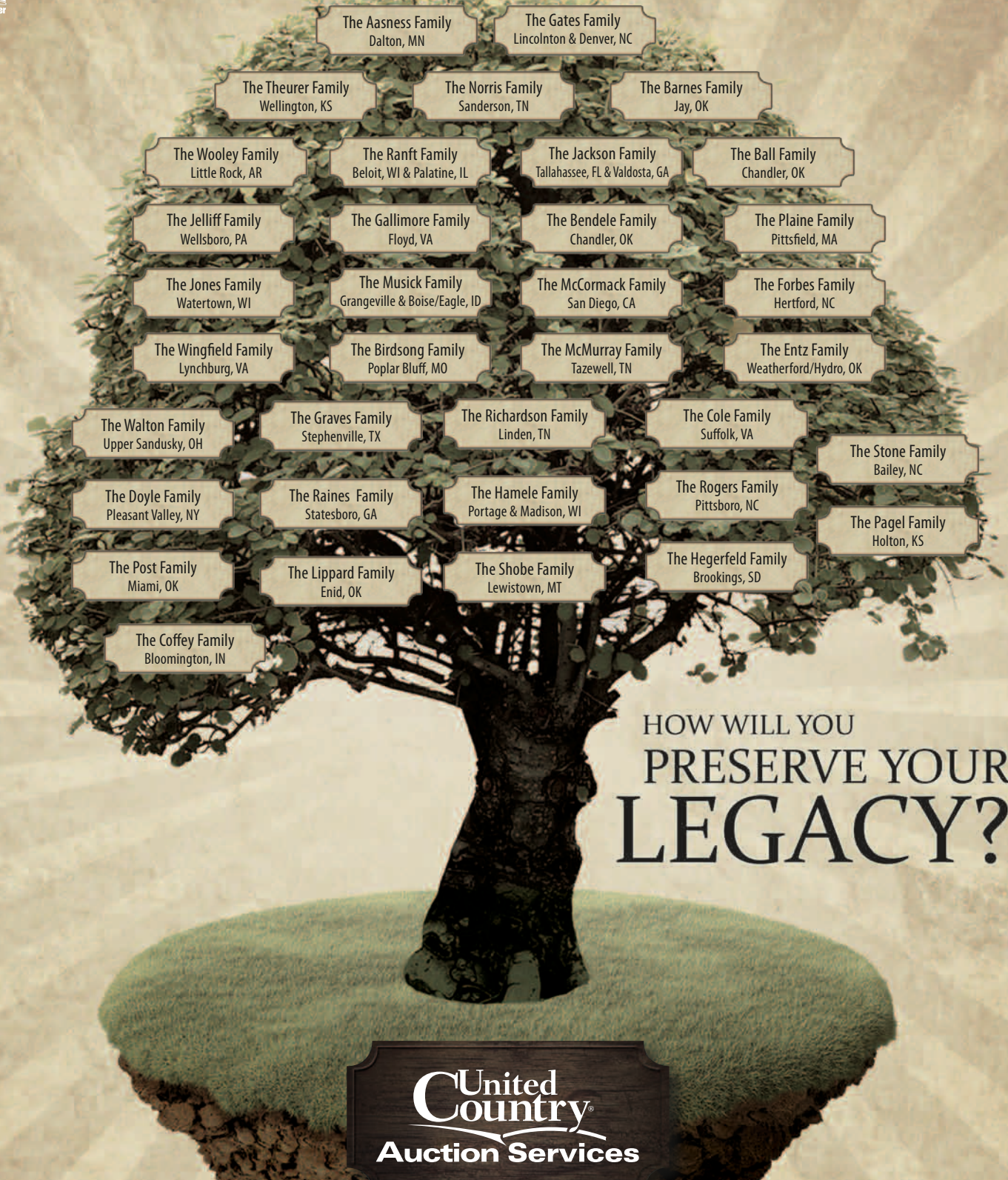
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